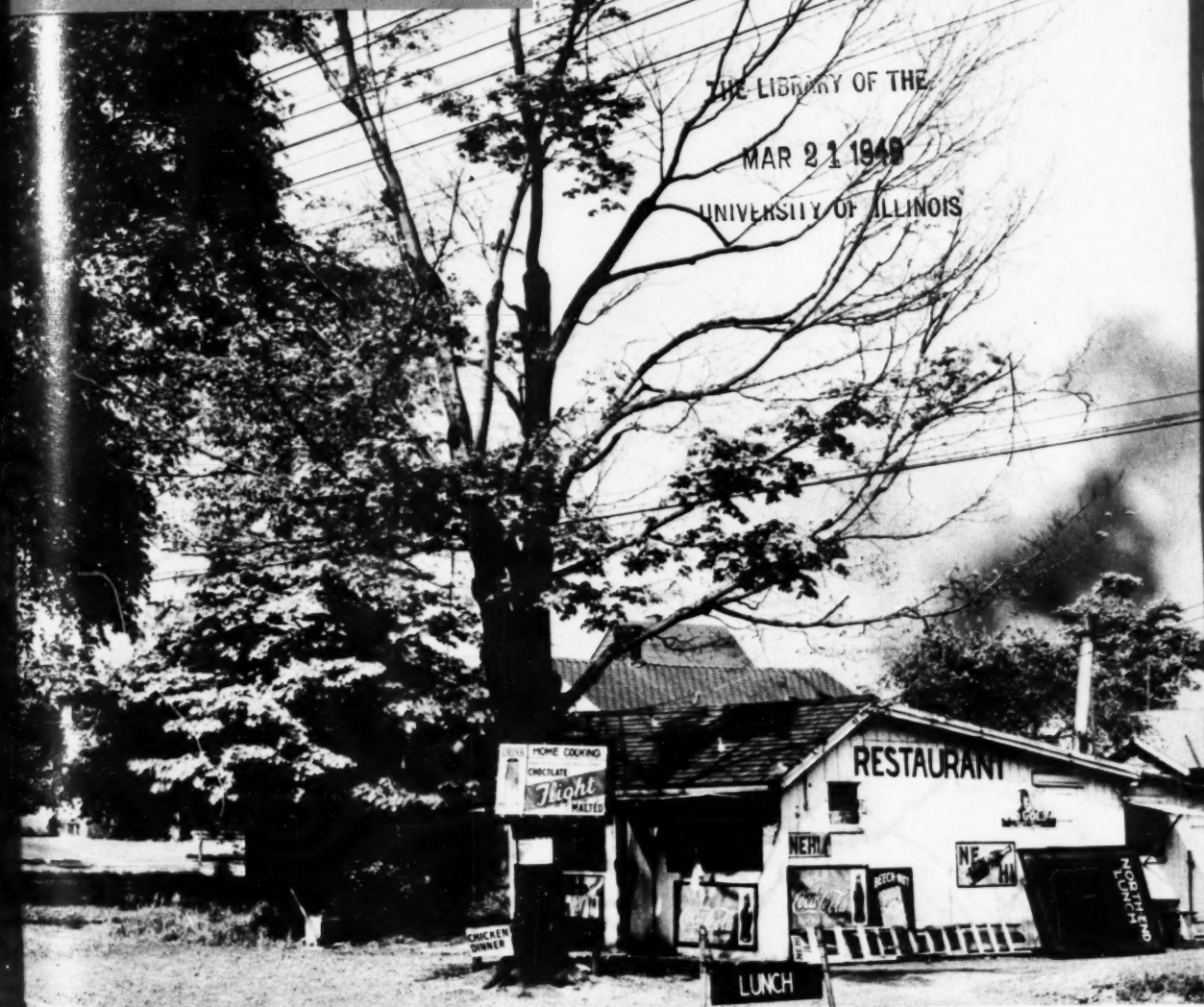


# The REPORTER

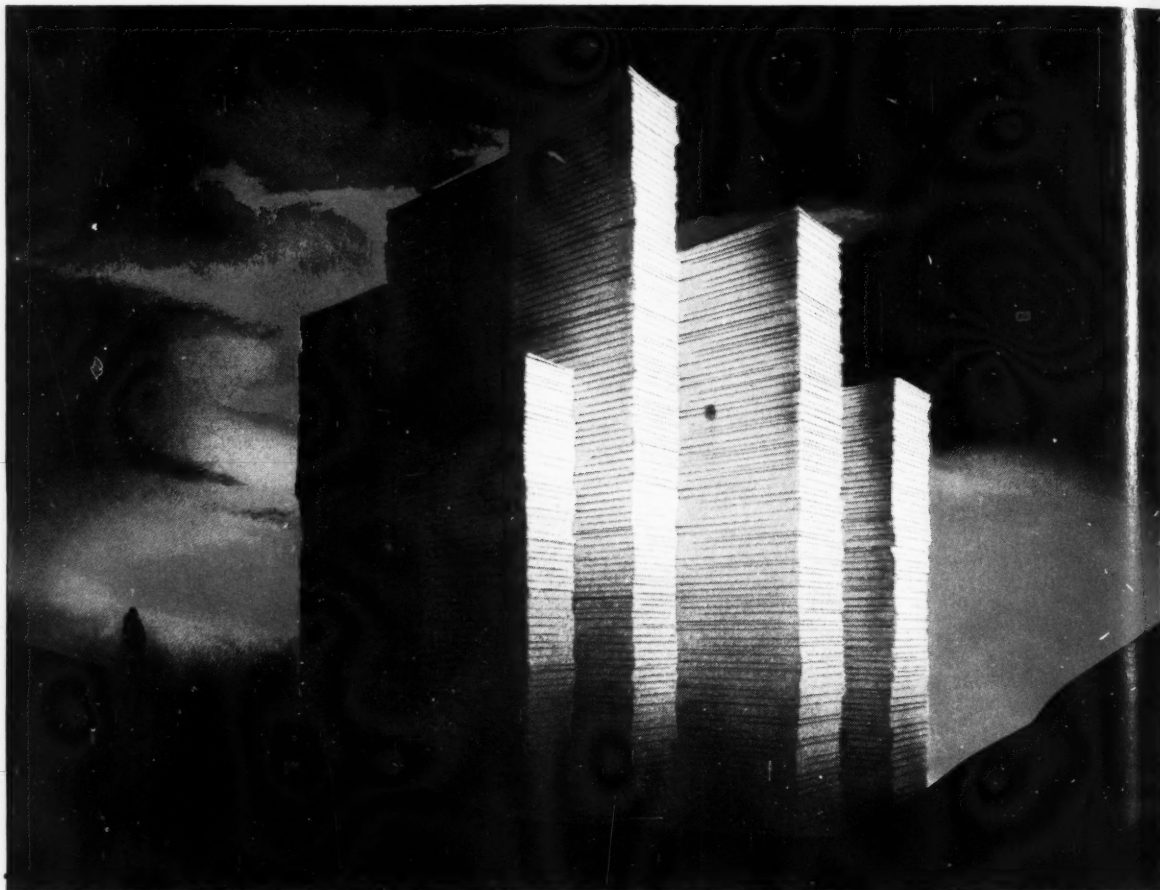
of Direct Mail Advertising

MARCH 1949



THERE WAS A MAN who lived by the side of the road and he sold hot dogs. He was hard of hearing so he had no radio. He had trouble with his eyes so he read no newspapers. But he sold good hot dogs. He put signs up on the highway, telling how good they were. He stood on the side of the road and cried, "Buy a hot dog, mister?" And people bought. He increased his meat and bun orders. He bought a bigger stove, to take care of his trade. He finally got his son home from college to help him. But then something happened. His son said, "Father, haven't you been listening to the radio? Haven't you been reading the

newspapers? There's a big depression on. The European situation is terrible. The domestic situation is worse. Everything's going to pot." Whereupon the father thought, "Well, my son's been to college, he reads the papers and he listens to the radio, and he ought to know." So the father cut down on his meat and bun orders, took down his advertising signs, and no longer bothered to stand out on the highway to sell his hot dogs. And his hot dog sales fell almost overnight. "You're right, son," the father said to the boy. "We certainly are in the middle of a great depression."



## A MOUNTAIN OF PAPER

One of America's biggest and most consistently expanding businesses can be symbolized by a mountain of *paper*. It is the life insurance business, which grew 8 percent last year and is today 86 percent larger than it was at the close of 1938. Some 78 million Americans—more than half the U.S. population—are covered by life insurance to the extent of some 201 billions of dollars.

Paper is as essential to the business of life insurance as life insurance is essential to provident Americans, and behind the mountain of paper policies are other mountains, all paper, of forms, records, reports, promotional media, sales literature, and advertising. No other business,

with the single exception of the printing industry, relies so much on paper.

"Paper Makers to America" is well known—and Mead Papers of the Mead, Dill & Collins, and Wheelwright lines are well used—by the life insurance business. The versatility of these papers, plus their mill-bred quality, makes them the economical standard for all business uses by all business. Specify and use "the best buy in paper today."

---

★★★ Mead offers a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond; Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White; and Printflex Coated Papers.



MORE THAN ONE HUNDRED YEARS OF PAPER MAKING

THE MEAD CORPORATION • "PAPER MAKERS TO AMERICA"

The Mead Sales Company, 230 Park Avenue, New York 17 • Sales Offices: Mead, Dill & Collins, and Wheelwright Papers • Philadelphia • Boston • Chicago • London



*Smart Simplicity*

# Contact Bold Condensed

*and Contact Bold Condensed Italic*

**A** DOWN-TO-EARTH type face with the snap and style to animate with new interest such a commonplace as a newspaper head...or give punch to poster, program, package label, or penny post card. So simple in design, its exceptional legibility enlivens any place suited to a narrow, weighty face...modish without being emotional for business stationery or advertising display. Created by Frank Riley, the designer of Grayda.

*Contact is another ATF face available in three-part fonts... caps, lower-case, and figures in separate packages. Now in stock at your nearest ATF Branch. Ask for complete specimen sheets and de luxe brochure showing this fine new face in use.*

*American Type Founders*

200 Elmora Avenue, Elizabeth B, New Jersey

Branches in Principal Cities



## HOW TO GET MORE PROFIT-PRODUCING CHECKS:

Register facts exclusively about your selective MAIL BUYER, INQUIRER and PROSPECT LISTS for one-time addressing for non-competing VOLUME MAIL ORDER DIRECT MAIL SELLERS with

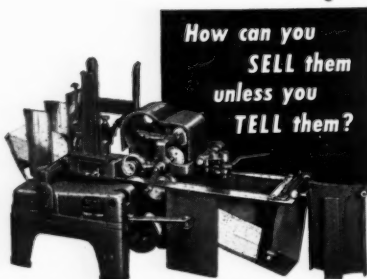
### MAIL ORDER LIST HEADQUARTERS

Write full details, with sample mailings, TODAY to

Dept. RE-3



"MOSELY sends the CHECKS"



This Elliott Cardvertiser is the only machine in the world that both prints and addresses Post Cards and its speed is spectacular.

The period of hard-to-get Merchandise is changing to a period of hard-to-get Customers—and it is time for all business men to consider what and how they will advertise.

Newspaper and costly mail advertising is dominated by big business. But if you have the ability to compile a mailing list and tell your story on a penny post card, this Elliott Cardvertiser will save your business because it will get hundreds of accurately addressed and perfectly printed post cards into your nearest mail box within one hour of the moment you conceive the thought.

May we send you copies of letters showing how the Elliott Cardvertiser has saved and built many retail businesses selling exactly what you sell?

The Elliott Addressing Machine Company  
127 Albany Street, Cambridge 39, Mass.

# The REPORTER of Direct Mail Advertising

OFFICIAL PUBLICATION DIRECT MAIL ADVERTISING ASSOCIATION

17 East 42nd Street  
New York 17, N. Y.  
Vanderbilt 6-0888

VOL. 11 No. 11

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## MARCH 1949

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# SHORT NOTES

## DEPARTMENT

► DURING FEBRUARY, this reporter enjoyed a visit to Dayton to talk before the Advertising Club . . . also a visit to Boston to talk before annual convention of Institute of Savings and Loan Association. Same subject before both, Better Letters . . . the formulas for them . . . and what was wrong with letters submitted by members of the audience. The subject never grows old.



► "LAYOUT IN ADVERTISING" by W. A. Dwiggins has been revised . . . and is now being published by Harper & Brothers, 49 East 33rd Street, New York 16, N. Y. Mr. Dwiggins is author of many books on lettering, typography and design. Founder of the Society of Calligraphers. In this book . . . he deals with layout of every conceivable printed means for selling. Format of the book is excellent. One-inch margin on outside of each page leaves space for illustration of text. Makes referring back and forth . . . a snap. Costs \$3.50.



► CONGRATULATIONS to Janet Schwartz of Efficient Direct Mail Service, Inc., 52 East 19th Street, New York 3, N. Y. . . . for promoting a three session series of evening meetings for customers and friends. Moderator: Charlie Morris of Reinhold-Gould Paper Company, N. Y. Sessions held on successive Monday evenings. Assisting Charlie in explaining the reasons and techniques for better letters . . . were George Ramage of Young America and Sam Gold of Lignum Vitae Company. Letters would be better if such clinics were held in all parts of the country.



► RESEARCH DEPARTMENT of the Crowell-Collier Publishing Company, 250 Park Avenue, New York 17, N. Y. has just released its latest vacation travel survey . . . "Travelogue". It's 24-pages, 8½"x11", red and black . . . done by offset. Overflowing with facts, figures, findings. A representative picture of 2½ Million "American Magazine" families. The report of this middle income group . . . should be of great interest to those tied up with the vacation market. You'll see that 62% of the families went away on a \$254 vacation in 1948 . . . and that the same vacation will cost \$325

this year. If you're interested in seeing . . . write Mack Gorham of the Research Department for a free copy.



► THE FIFTH ANNUAL HMI (House Magazine Institute) guest lecture course was started March 1st. And will run through May 3rd (10 discussions). As usual, it's under the expert guidance of K. C. Pratt, editor of "Stet", "h.m. for h.m. editors," of Champion Paper and Fibre Company. Course is titled "Techniques in Producing Good Company Publications". Aimed at giving students of house magazine problems . . . the most modern and effective thinking available. For both the experienced editor . . . and the inexperienced assistant. Meets Tuesdays at National Arts Club, 15 Gramercy Park, from 4 to 5:30. The \$15 non-member and \$5 member packages are suggested. But single meetings can be attended . . . \$5 for non-members, \$1 for members. Write Marceline Marquis, Ethyl Corporation, 405 Lexington Avenue, New York 17, N. Y.



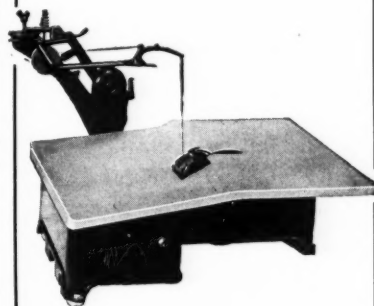
► OUR FRIEND, Stig Arbman, of Eselte Reklam (big advertising and printing company), Fack 566, Stockholm, Sweden . . . sent us a copy of "Nature Gave Us The Line". It's a 94-page book celebrating the 75th Anniversary of Bultfabriks Aktiebolaget Hallstahammar. They are the large manufacturers of nuts and bolts in Sweden. Lots of pictures of the company and English captions and copy. Some color work. Nice layouts. A very smart job. Prepared by gravure and it looks like some offset, too.



► THE GILE SERVICE De Publicite in Paris may reopen soon. Originally founded in 1927 . . . by Robert Gile. A Direct Mail advertising outfit. Bob's home is in Minneapolis, where he manages the Gile Letter Service at 514 Second Avenue South. The Paris office specialized in creating announcements, processing announcements on hotel stationery and completing mailings for fashion buyers . . . and sent to the store or wholesaler in America. Parisian postmark and foreign atmosphere added to the interest. Because of the present

(Continued on Page 6)

**SAVE TIME  
AND MONEY!  
TIE BUNDLES  
AND PACKAGES  
THE EASY WAY  
with the FAMOUS  
SAXMAYER  
NO. 6 TYING  
MACHINE!**



Latest addition to the SAXMAYER line is this highly efficient *general purpose* machine especially suited for tying such things as mail in direct mail departments. Using either twine or tape, it ties all shapes and sizes of packages up to 6 inches high. Attractively finished in enamel with white porcelain top. Legs furnished at slight additional cost.

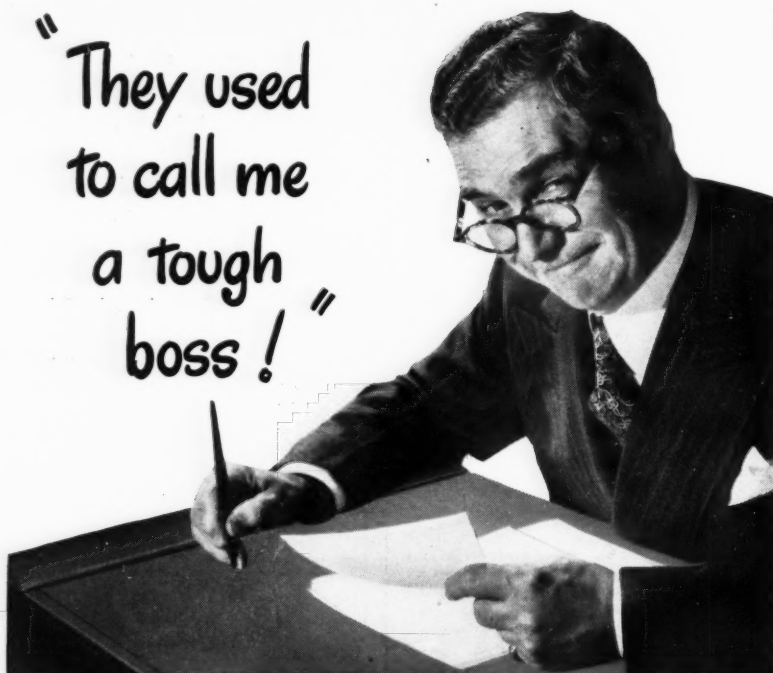
Whatever your tying problem there's a SAXMAYER to meet your requirements. Write for illustrated folder describing 20 standard SAXMAYER Models serving over 100 different industries.

**NATIONAL  
BUNDLE TYER COMPANY**

**BLISSFIELD,  
MICHIGAN**



"They used  
to call me  
a tough  
boss!"



"But no more! Now that we use improved Hammermill  
Bond, our typists' work looks 100% better!"



"Try it. You will agree that this 'whitest' Hammermill Bond ever produced adds new sparkle and snap and impressiveness to any letter typed on it!"



Your typists also will turn out clearer, sharper finished work on the smooth surface of this *improved* Hammermill Bond. Takes quick, clean erasures, too.

# HAMMERMILL BOND

Companion papers for office use include Hammermill Mimeo-Bond and Hammermill Duplicator.

MAIL COUPON FOR SAMPLE BOOK of *improved* Hammermill Bond in wide range of pleasing colors. We'll include "How to Design a Business Form." Please also send me sample books of

☐ Hammermill Mimeo-Bond and ☐ Hammermill Duplicator.

Name \_\_\_\_\_  
Position \_\_\_\_\_  
(Please attach to, or write on, your business letterhead)



LOOK FOR THE WATERMARK . . . IT IS HAMMERMILL'S WORD OF HONOR TO THE PUBLIC

favorable rate of exchange of American dollar . . . mailing services are favorably priced. Bob will be getting together with MASA International member, Pierre Bastide.



► WHILE DMAA PRESIDENT Dale Ecton (of TWA) was in England a few



months ago . . . he was treated to a dinner in his honor by the British DMAA . . . at the Cafe Royal on Regent Street. Here you see him shaking hands with BDMAA president Arthur Mortimer at left.



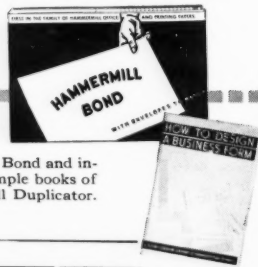
► THE REPORTER STAFF was saddened by the news of death late in February of Dr. Herbert Hess, Head of Advertising Department, Wharton School, University of Pennsylvania . . . a position he had occupied with distinction since 1913. He was one of the early crusaders for education in advertising. His book, "Productive Advertising", became one of the first standard texts. Both Henry, Sr. and Henry, Jr. absorbed some of their love of advertising from the effervescent Dr. Hess. Even a serious accident six years ago, in which he lost a leg, didn't stop his urge to teach basic principles. He kept right on going. "Hess boys" in the advertising fraternity will mourn his passing.



► A GOOD-LOOKING annual report was recently published by Koppers Company, Inc., Koppers Building, Pittsburgh 19, Pa. A 32-page, 8 1/2"x11" job. Four-color offset cover. Inside is red and black. Layout is fine.



► REMEMBER THE STORY on page 28 of the February issue . . . "Went a Case of Scotch?"? It was about an un-



usual four-page folder used by H. P. Lankenau to uncover a new position. Had a report! Out of an approximate 200 copies distributed, Mr. Lankenau received 52 replies. Of these, 12 resulted in definite offers of employment. He picked the spot he liked best and is now happily busy with a fine organization on Madison Avenue, New York. Direct Mail is wonderful.



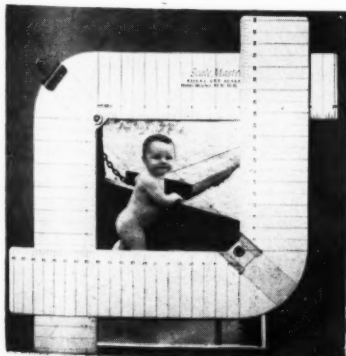
► **THE REPORTER STAFF** always enjoys reading Edwin Stuart's human interest magazine, "TypoGraphic". An interesting note in January issue . . . is worth passing on. It's part of a speech by Stuart before the National Newspaper Promotion Assn. in Cleveland. Talk is titled "The Space Salesman's Best Friend". In it, Mr. Stuart tells how his company has spent 3¢ of each dollar for advertising . . . for the last 28 years. And he uses Direct Mail "consistently, insistently, persistently and everlastingly" to sell his typographic services.



► **NATIONAL COUNCIL OF Women's Advertising Clubs** is now accepting nominations for "Advertising Woman of the Year" . . . which was awarded in 1948 to Mrs. Ella B. Meyers, retired advertising manager of General Foods. Winner will be presented at a shindig in Houston, Tex., May 29th. Nominations must be in before April 1. Rules can be picked up at Council on Women's Advertising Clubs, AFA, 330 West 42nd Street, New York 18, N. Y.



► **HERE YOU SEE** a sealing gadget . . . devised by Daniel Melcher of Publish-



ers Weekly. Made of a die-cut, laminated cardboard with two plastic working parts . . . and a metal clip. Set plastic cross-bar (by clipping end to board) to desired length-width ratio . . . and move bottom arm till cropped properly. Eliminates the need for usual masking instruments . . . the telephone book, a piece of scrap paper and two envelopes. Called

(Continued on Page 34)

MARCH 1949



"Some firm on Brown's route started using PONTON mailing lists! The replies really keep him loaded."

## LISTS THAT RESPOND!

You, too, will get more out of PONTON'S lists, because we put more into them. For better business and a more prosperous New Year, rely on the list service that is made to order to do the job you want done!

**INDIVIDUALLY COMPILED.** You can't buy a stock, shelf-stale list from us. Every Ponton list is compiled for you, exactly as you want it.

**UP-TO-THE-MINUTE.** The best and very latest sources are used in compiling each list, and these sources are kept revised right up-to-the-minute.

**MAXIMUM AVAILABILITY.** You can obtain Ponton lists on cards, labels, sheets, stencils, on your own mailing matter, or in any other form and in any breakdown desired.

**TOP SPEED AND ACCURACY.** You are guaranteed the utmost speed of service and deliverability of your mail—by the house with 64 years of list leadership.

**UNLIMITED RESOURCES.** 24,000 Classifications readily available. Any other special lists promptly and efficiently compiled for you. Latin American lists a specialty!

### CATALOG

Users and producers of direct mail are invited to write for Ponton's famous LIST O' TRADES, the most complete Mailing List Catalog published. Write Dept. R 6.



COMPLETE  
MAILING  
AND  
ADDRESSING  
FACILITIES

**W. S. PONTON** inc.  
AT THE HEAD OF THE *Lists*

EST. 1885  
AGENTS  
IN ALL THE  
PRINCIPAL  
CITIES

635 Avenue of the Americas, New York 11, N. Y.

FOR  
DEPENDABLE DELIVERY  
OF EVERY ORDER  
ALWAYS SPECIFY



When you specify Champion paper—of any grade, in any quality—you can depend on its punctual delivery to your printer. And that's a big reason why big national advertisers specify Champion papers for top-quality printing.

Punctuality and dependability are only a part of the Champion tradition of fine paper making. They are possible only because Champion keeps rigid control over its manufacturing—from forests to finished paper. That close control, of course, is an important reason for the fine, unvarying quality of Champion papers. A good reason why America orders 2,500,000 pounds a day.

Mills at Hamilton, Ohio; Canton, North Carolina and Houston Texas.,  
District sales offices: New York • Chicago • Philadelphia  
Detroit • St. Louis • Cincinnati • Atlanta • San Francisco

THERE'S A  
*Champion*  
PAPER FOR EVERY  
PRINTING NEED



**KROMEKOTE**

For excellent reproduction with catalog covers, post cards and inserts, or for packaging and labeling quality products, this cast coated stock is ideal.



**SATIN REFOID ENAMEL**

Meets every requirement for quality publication and advertising printing—thanks to top-grade enamel coating, folding strength and its receptivity to ink.



**WEDGWOOD OFFSET**

Superior in color, finish, and printability, this paper is unexcelled for fine lithography. It is available in a wide variety of weights, sizes and special finishes.



**ARIEL COVER**

Particularly effective for catalog covers, cards and displays. Available in white and eight colors, and in various weights, sizes and special finishes.



**SPECIALTY PAPERS**

Champion's specialties include bonds, business papers, envelopes, post card and paperies... all excellent reasons for you to specify Champion.

WHATEVER YOUR PAPER PROBLEM . . .

*It's a Challenge to Champion!*

THE CHAMPION PAPER AND FIBRE COMPANY, GENERAL OFFICES, HAMILTON, OHIO



# How's Business? . . . by Henry Hoke

## *A Brief Look at Business Conditions . . . A Mailing List Lawsuit . . . The "Operator 25" Plan . . . And 8 Suggestions for Improving Business Letters in 1949*

"How's Business?" That's the question *this reporter* has been asking everybody and his brother during the past month. And being asked!

Heard so much groaning and griping . . . just had to dig back into a REPORTER of ten years ago and resurrect George Trundle's Hot Dogs story. It's so appropriate . . . we're using it on the cover. It originally appeared in "Trundle Talks", h.m. of the Trundle Engineering Company, Cleveland. Written by George T. Trundle, Jr. Reprinted in January 1939 REPORTER. If "recession" howlers are worrying you, tell them the Hot Dog Story. Feel free to reprint. Just give THE REPORTER and Geo. Trundle proper credit.

Certainly . . . business is spotty. But haven't we all had too easy sailing in selling . . . and isn't it about time we all got back to work?

In the Graphic Arts, business took a bad tumble during January and early February. Some of the printers and mailing companies estimated at least a 25% drop in volume.

One of my bindery friends reported that when January started, his plant looked like someone had turned off a valve.

But while some of our friends were howling . . . others were in high glee. One outfit specializing in syndicated Direct Mail promotions for retail stores has been jammed to the gills. Can't handle the orders. Customers not heard from since long before the war are coming back. Happening all over the country. Retailers, finding prices uncertain, are turning to hard-hitting, selective mail selling. And new drives are starting for increased charge account lists.

In other words, the honeymoon of the sellers' market is over . . . and *selling to cautious buyers* comes back into the picture.

And that is duck-soup for Direct Mail. Direct Mail has always flourished or worked most effectively in a buyer's market.

I talked with one paper mill man who said sales were holding up fairly well . . . but there was plenty of paper. He admitted competitive selling was coming back (already arrived) and personally he was glad of it. He thought it would be good for the whole industry.

With the big mailers . . . things are jumbled. Business and financial services are getting fine returns . . . because they prosper (in more demand) during periods of uncertainty. Others are having tougher sledding . . . with more reluctant buyers. But I've been told "returns are not bad *when good lists are used*". There's been lots of howling about mailing lists recently (nixies and such) and we'll have more to report on that later. But watch your lists . . . *everybody*. Clean them up. Be sure they are right. You can't get returns on poor mailing lists.

Incidentally, all readers of THE REPORTER should be interested in the aftermath of a lawsuit over the pilfering of a mailing list.

Miles Kimball Company, Oshkosh, Wisconsin rented part of their mailing list to the International Diamond Corporation. They, of course, included decoy names (dummy names which if used again would show that list had been copied).

Later on these decoy names received a mailing piece from Bancroft, Inc. of Chicago. Miles Kimball brought suit against the International Diamond Corporation, Bancroft, Inc., and the three Meyer brothers who owned these companies. When the case was brought before Federal Judge Barnes (who has a long record for reversals by superior courts) the Judge, in his statements, was clearly prejudiced against the mailing list business. In one of his tirades against "sucker lists" he said . . . he hoped the law would not require him to protect any company which disseminated sucker lists and spread this method of exploiting people.

It became evident to Miles Kimball's attorney that the Judge would rule against him. The two parties were urged to compose their differences. The defendants frankly admitted making five copies of the rental list. They offered to turn over the remaining four copies, and later agreed to settle for \$1500.

In view of the Judge's attitude, Miles decided to accept the settlement.

It is too bad that the case did not go to a higher court. The list rental business is a legitimate business. It should have protection.

If you are renting your mailing lists, be sure to have decoy names on it, so that you can detect violations of the agreement not to copy or re-use. Deal only with legitimate brokers and reputable clients. Watch your mailing lists.

In spite of all the howling about bad business . . . I heard the details

(Continued on Page 10)

# 48

## HOUR SERVICE

Turn your staff time  
into profitable, ALL-  
OPERATING time with

### UNI-BAR

*The Only 7-inch*

### MULTIGRAPH SINGLE BAR

48 Hours after we receive your order, we'll send you a package of FRESH, CLEAN, PERFECT TYPE . . . any type from our wide selection, up to 24-point. All you do is slide the FULL 7" lines into your segment, snap on ONE marginal band . . . and you are ready to run. NO hand-setting! NO hand-distribution! NO spacing out! NO line-locking with clips.

**CUTS COSTS**  
up to **26%**

**CUTS TIME**  
up to **76%**

SEND US YOUR  
TRIAL ORDER TODAY

**UNI-BAR**  
**FASTYPE COMPANY**  
138 NORTH 12th STREET  
Philadelphia 7, Pa.  
LOcust 4-3113

(without permission to publish) of a recent mailing on a high-priced food product which brought fantastic returns. *You can do it . . . if you do it right.*

Personally, *this reporter* is a little tired of the crabbing. Especially when I see glaring examples of really dumb approaches to the new selling day which has dawned.

Get this! One prospect received in the same mail letters from two insurance companies. One came from Wisconsin, the other from Connecticut. Both were processed on letterhead paper of exactly the same tint. The letterheadings were printed in exactly the same offshade ink. Both letters started with exactly the same type of outworn, phoney sounding "We are reserving for you a handsome leather memo pad. Frankly, etc."

The two companies are not remotely connected . . . yet the advertising manager of each must have read and copied from some "tested methods" assortment. Can you imagine the "impression" made on the prospect who got those two letters in the same mail?

To make matters worse . . . two days after I obtained these two examples from a reader of THE REPORTER, I personally received a letter from a Newark, New Jersey Insurance Company with the same darn appeal. Nearly word for word. Copycatitis, blind following of so-called tested methods isn't the cure for selling headaches.

They will make the headaches worse.

Those who are not growling . . . are the folks who are grinding away on the exciting job of getting back to selling. Some people are finding it fun to go back to basic fundamentals. Picture, Promise, Prove, Push . . . or any of the other basic selling formulas. The fellows who know how to sell without trickery and misrepresentation can really go to, town with Direct Mail today.

I suggest that we all start thinking that way.

\* \* \*

To get off the blue note for a moment . . . we should all applaud the work of The Association of National Advertisers in setting up The Distribution Council of National Advertisers, Inc. This is the

"Operator 25" plan. You should all get acquainted with it. Was started last part of 1948 . . . but just getting into newsworthy operation.

The weakest link in National Advertising has been . . . *answering inquiries.* *This reporter* has hounded for years . . . criticizing the shoddy methods of answering inquiries. Some advertisers even *didn't answer.* It has seemed like a miracle to find a good example such as the Revere Copper and Brass case reported last month.

Under the "Operator 25" plan, originated and now directed by Fred Wahlstrom at 285 Madison Avenue, New York 17, N. Y. . . . national advertisers can enroll with Western Union for a flat service fee of \$200 per month (which covers first 100 calls. Each additional call 7¢).

Check through your national magazines. You'll see some advertisers now carrying the symbol with instructions to call Western Union "Operator 25" if you want to find name of nearest dealer or distributor. About 25 nationals are already started. It's expected that about 150 or more will follow suit within the year.

What has this to do with Direct Mail? Plenty, I think. Anything which makes overall advertising more efficient is good for all parts of advertising, even though it may force changes and adjustments.

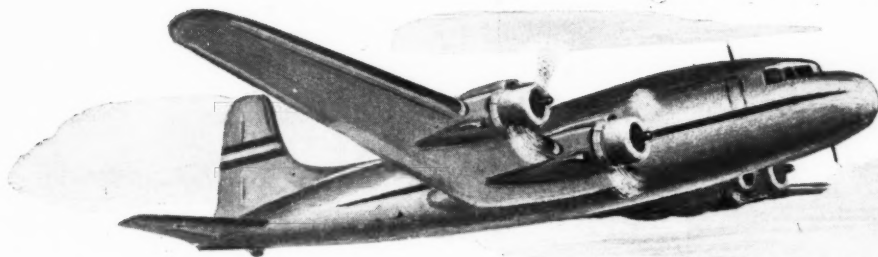
Some folks I've questioned seem to think that the "Operator 25" plan will hurt Direct Mail. It may cut down volume of mail inquiries and mail answers. May eliminate temporarily some booklet offers (and thereby reduce printing volume).

But with the new set-up, the national advertiser will be forced to do a better dealer-relationship job . . . better programming . . . more dealer helps. It will mean more Direct Mail tie-up all around.

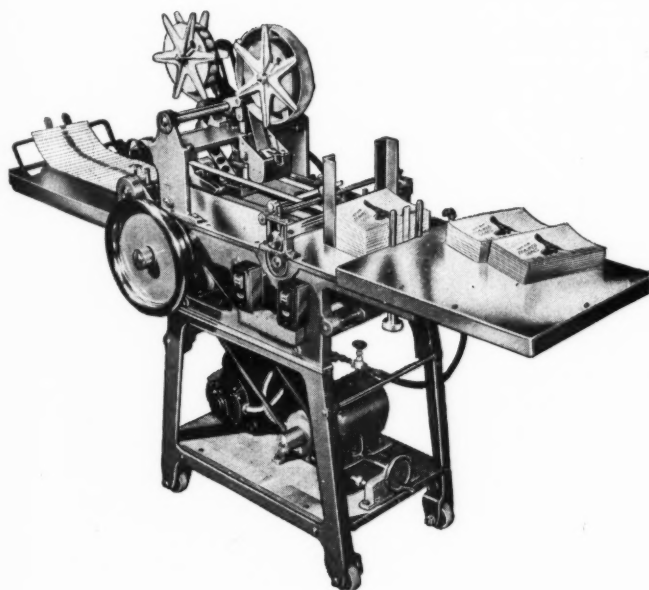
And even more important . . . the new program will force national advertisers to take better care of their dealer mailing lists. Subscribers to "25" must provide Western Union with changes and additions every month. I know of one national advertiser who has not been able to start operating under "25" for last two months because of difficulty of getting his list in final shape for Western Union. And it will take longer. If

(Continued on Page 14)

# Ceiling Unlimited



## ON SEALING WITH SEAL--MATIC



Automatic sealing at speeds of 6000 to 15,000 pieces per hour opens unlimited vistas to direct mailers. Self-mailers and other promotion pieces can be sealed at incredibly lower costs through SEAL-O-MATIC, the completely automatic sealing machine.

Irrespective of volume (on one job, just 5 SEAL-O-MATIC machines handled 9-million pieces in 17 days), you can seal automatically advertising material of all types ranging from a government post card to a 96 page catalog; from sizes 2" x 4" to 9 1/4" x 13"; from one fold up to 5 folds (3/16" thick).

The entire machine weighs 600 lbs., can be wheeled where needed, only takes up six feet by two feet. Ready for operation when plugged into convenient light socket. Simple to operate, it requires no skills or training. Maintenance costs are negligible, nothing to wear out or get out of adjustment.

For complete details, write to

**SEAL-O-MATIC MACHINE MANUFACTURING CO., Inc.**  
SOUTH HACKENSACK, N. J.



# some things you should know about letter graphics

This presentation will answer many requests from REPORTER subscribers . . . who have asked for samples of good letter layout. Prepared by Mae Strutzenberg, who supervises REPORTER correspondence.

*The REPORTER of Direct Mail Advertising*  
A MONTHLY DIGEST OF DIRECT MAIL IDEAS AND INFORMATION  
17 EAST 42nd STREET • NEW YORK 17, N. Y. • VANDERBILT 6-0888

March 10 1949

Mr. Daniel Stowe  
The Stowe, Beach Company  
100 Fifth Avenue  
Newark 3, New Jersey

Sometimes, Mr. Stowe,

it is necessary to write a short letter. One of thanks or acknowledgment.

This form is good for such a letter. But, no matter how short the letter, it should be courteous and neatly typed.

Courtesy and honesty of expression are appreciated by all.

Sincerely  
THE REPORTER

*Henry Hoke*  
Publisher

Henry Hoke/ls

*The REPORTER of Direct Mail Advertising*  
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March 10 1949

Mr. Robert Swift  
Todd Carving Company  
500 Pacific Drive  
Seattle 7, Washington

Dear Mr. Smith,

The only thing different about this style is the indented paragraphs. The indenting is used for special emphasis. It is an idea used to good advantage by mail order people.

When mail order sellers have a special offer, or want to bring out some important point, an indented paragraph calls immediate attention to the fact.

No matter what style is used, however, your letter should be lined up with your letterhead. Do not place a short letter at the top of the sheet. Center it. A top heavy appearance will spoil any letter. Make the typewritten lines across the sheet of such length as will encourage an uninterrupted reading. Short paragraphs are always good.

The successful letter writer pays attention to all these details, realizing that the success or failure of the letter depends a great deal upon its appearance.

Letter layout, of course, is simply a question of personal preference and there are no hard and fast rules. Three important things to remember: - the selection of a paper that is best suited for the purpose intended. The use of a suitable letterhead, and careful attention to the typewritten appearance of the letter. These are the elements that form the mechanical foundation for an attractive looking business letter.

Sincerely yours  
THE REPORTER

*Mae Strutzenberg*  
Business Manager

P.S.  
These little PS paragraphs are very effective. They put over a final punch line or a closing thought.

MIS/ls

*The REPORTER of Direct Mail Advertising*  
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March 10 1949

Mr. Elliott Arnold  
Twiss Transport Company  
146 East President Street  
Brooklyn 15, New York

Some letterheads, Mr. Arnold,

lend themselves very well to a line drawn down the entire length of the sheet. To simply fix up one of our regular letterheads to show what we mean.

The line, of course, should be light, so that in typing over the line, it does not confuse the reader.

When you have a short letter, however, all the typing can be placed to the left of the sheet, as shown on this specimen.

To balance out your letter, put your signature over in the right column.

Cordially

THE REPORTER

*Henry Hoke*  
Advertising Manager

Henry Hoke, Jr./ls

## The REPORTER of Direct Mail Advertising

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March 10, 1949

Mr. Robert H. Whitehall  
The Whitehall Company, Inc.  
12 South 12th Street  
Baltimore 16, Maryland

### SIMPLIFIED LETTER

Now we come to the simplified letter, which does not use a salutation. The date, name and address and subject matter is typed as shown above.

Those of you who have been wary of the "dear-less" type of letter probably will not like this simplified form at all.

A simplified letter is much easier to type. The standard block system is used.

This simplified letter form is recommended by the National Office Management Association of Philadelphia. They use it all the time, and in an effort to educate others to adopt the style, they attach small stickers on all their letters, explaining that it is a simplified letter form and suggesting that all business firms use it.

No closing phrase is used. The letter is simply ended and the signature placed over at the left hand side.

Advertising Manager  
THE REPORTER

Henry R. Hoke, Jr./ls

## The REPORTER of Direct Mail Advertising

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March 10 1949

Mr. Walter A. Roberts  
692 Arcade  
Johnsville, New York

This is a form, Mr. Roberts,

that emphasizes the hanging paragraph. We use it here for short letters.

There is sufficient white space throughout the letter to encourage easy reading. And we like to keep our letters just as short as possible. We know from some of the letters which reach us here that a great deal of time and effort is spent in dictating and typing needless words and phrases.

Most letters could be shortened and still tell a complete story. Remember, it takes a really good letter writer to dictate a short statement of facts and still give complete information.

It's a bad habit to ramble all over the page, talking about something which should be boiled down to about three or four paragraphs.

Cordially yours

Business Manager

M. Strutsberg/ls

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March 10 1949

Mr. Henry Thompson  
Thompson & Company  
Warren, Pennsylvania

This, Mr. Thompson,

is an unusual method of carrying on general correspondence. It was worked out by Ted Kaufman of the Indian Company, 60 East 42nd Street, New York 17, N. Y.

The message is typed on left side of line, in triplicate.

Original and one copy are sent to person. Extra copy kept in company files. Label is typed on top of letter and reads, "If your answer is short, why dictate? Remail a copy with your Yes or No".

Recipient answers the letter on right side of the line of the copy and keeps original in his file.

As soon as answer is received, it is filed and the copy filed originally is torn up.

Saves space, time and effort. From all reports, it's working out very satisfactorily. Most people like the all-around saving.

Sincerely  
THE REPORTER

Publisher

Henry R. Hoke, Jr./ls

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17 EAST 42nd STREET • NEW YORK 17, N. Y. • VANDERBILT 6-0888

March 10 1949

Mr. Ray Ormond  
The Ray Ormond Company, Inc.  
1000 Parkway  
Rosedale, Vermont

This form, Mr. Ormond,

of typing a letter is the style used most frequently here at The Reporter. It can be used for long or short letters.

The first two or three words of your opening sentence can be used as the salutation, instead of the usual Dear or My dear Mr. Ormond. Of course, the good old fashioned virtues have no substitute in cleverness or wit. But, by changing your style of letter, you add a certain sparkle that attracts attention.

No letter should be too different. All letters are typed, or should be typed, so they are easy to read and attractive to the eye. A letter that is so different that the party receiving it does not know where it starts or ends is worthless.

The margins on each side of the letter should be given careful attention. An otherwise fine letter can be spoiled by typing it without due regard to paragraphs and margins. Paragraphs that are too long appear hard to read. A good rule for long letters is to use short paragraphs. Margins that are too high and too wide on the sheet are not pleasing to the eye.

Remember, the appearance of your letter is its introduction to the reader.

In your closing paragraph, do not use those hoping, wishing or regretting phrases. If you want to hear from the man again, simply ask him to let you hear from him. A direct request for an answer is more likely to get the result you want.

Cordially

Advertising Manager

Henry R. Hoke, Jr./ls

## Four Color House-Magazine Covers

Dress up your company publication with a beautiful illustration. Printed in four colors and ready for use.



You stimulate readership by garnishing your house organ, corporation report, or sales brochure with artistic MCS Covers.

A new cover design issued each month of a timely, seasonal, pictorial, or human interest subject. All are printed on good white enamel paper, from original top flight art work.

Four page covers furnished to you flat in sheets size  $17\frac{3}{4} \times 12$  to fold and trim to an  $8\frac{1}{2} \times 11$  magazine. Illustration is on page one and the other three pages are blank.

Designs especially executed to allow local imprinting. Different covers may be selected each month, and you can order as small or as large a quantity as you wish. Back numbers are carried in stock for immediate shipment.

The needless expense of individual preparation, art, plates and printing is readily overcome and a good cover used by one company within its own organization does not conflict with another user in an entirely different business.

WRITE FOR SAMPLES AND FURTHER INFORMATION

Publishers Digest, Inc.

415 N. Dearborn St., Chicago 10, Ill.

## FINER WEDDINGS AND BRISTOLS?

Rising is Right!  
Here's Why—

For perfection of surface, for uniformity of texture and color, Rising Weddings and Bristols are without peer among the world's fine papers. Your printer will advise that the finest Wedding papers are

**Rising**  
**WINSTED • HILLSDALE**  
**PLATINUM**

...in a wide variety of sizes, weights and finishes...for every engraving and printing process demanding quality reproduction.



WHEN YOU WANT TO KNOW... GO TO AN EXPERT!



# Rising Papers

ASK YOUR PRINTER... HE KNOWS PAPER!

Rising Paper Company, Housatonic, Mass.

(Continued from Page 10)

that isn't healthy for Direct Mail... I'd like to know what better tonic could be applied to sickly mailing lists. So... let's hope the "Operator 25" plan works. It is aiming in the right direction. Curing advertising ills. And *this reporter* will be glad to see the inquiry-answering nightmare cleaned up. A good way to get a more optimistic answer to "How's Business".

\* \* \*

And now to a simpler subject. Last month I promised to give you some ideas on making your letters look better. If you don't think there's room for improvement... you ought to see our mail or look at your own.

Forget the wording for the time being. Consider just appearance. A letter should be attractive looking. It should make the recipient feel like reading it.

THE REPORTER is often complimented on the appearance of its personal (and form) letters. We are asked if we have a system. Yes... a very changeable system. We try everything. That is, in the physical construction of letters. Sometimes we go for a month or so using one style of set-up, then change to another. Or we'll change completely between long and short letters. I've asked Mae Strutzenberg, who fusses with such things, to give me the seven styles we use. We'll reproduce them for you. On the preceding pages, we won't show the two common types... the regular indented paragraph and the block paragraph. Study them carefully. Read the letters, for each of them explains why and when each should or can be used. We've used our own letterhead... but remember that the physical arrangement of your letter sometimes depends on the design of your letterhead. The complete job... letterhead and letter signature must make a pleasing whole.

So... as one step toward making business better, toward making your 1949 Direct Mail efforts more effective... start improving the appearance of your letters. Every letter. Ordinary routine letters, sales letters. All letters. Work on it. Get the typists in your office sold on the importance of it. Get them competing among each other to find the most pleasing styles for your business.

And please send us samples of your work. Tell us "How's Business"?



# Hope You Don't Mind My Getting Personal

by Merral Fox



*Reporter's Note:* Remember Merral Fox of Fox Advertising Company, Cathedral and Biddle Streets, Baltimore, Maryland? He's the fellow who sprang into national prominence some years back by writing that roaring campaign for Mr. Lapides Delicatessen Store (REPORTER September 1940). Merral still puts an unusual punch into everything he does. *Your reporter* has induced him to become a more or less regular attraction in THE REPORTER. His articles will appear every third month . . . unless enough of you demand them more often.

The Governor of Maryland sent me a Christmas card once. This was 25 years ago . . . when the Governor was merely States Attorney . . . and Merral Fox was just a young man learning the advertising business.

This little Christmas card from a State official had such a terrific impact on the Fox family . . . that it was a lesson I have never forgotten.

To us . . . it was the most important piece of mail we have ever received. Needless to say, we voted for this gentleman when he ran for Attorney General . . . and he won.

It was amazing to me that a little Christmas card . . . sent to an unknown family like the Foxes . . . should provoke such a high regard for a piece of mail.

This smart, astute, State official (I found out) had one of the largest mailing lists of any office holder in the state.

So . . . when he ran for Governor and our family again went down the line for him in the voting booths (always remembering his friendly Christmas card) . . . I discovered the power of Direct Mail.

At our advertising agency during staff conferences, we have a very wholesome respect for "personalized advertising". We love to call our client's prospects and customers by name. That's why we use so many personalized letters.

In our newspaper advertising . . . whenever the occasion and the campaign warrants . . . names of our advertisers are used in a friendly, personal manner. When we write an ad for one of our clients . . . we are never subtle about identifying the client. We give him the break he deserves. We see to it that his name is mentioned as many times as possible in the ad. Even in unimportant descriptive copy, the client's name is mentioned!

How many ads have you seen, where, if you cover the name at the bottom of the ad . . . you don't know whose ad it is? That can't happen with us. We never keep our client a secret. He pays good money for his advertising . . . and he gets good and frequent identifications . . . top of ad . . . bottom of ad . . . and anywhere else where it can be placed with good taste.

We believe the public likes to know (and is entitled to know) the name of the head of any company, large or small. It gives a firm more stability and, most important . . . it subconsciously gives the customer someone to "latch on to" if the purchase does not turn out just right.

That's why . . . with so many of our accounts . . . we recommend using the name of the president of the com-

pany . . . or the proprietor of an establishment. This idea stems from the universal practice . . . of wanting to know the "head man" of any firm you spend your money with.

Anyone who learns to use personal names strategically . . . can make a fortune. Ask any head waiter . . . any politician . . . or any top salesman.

Take yourself. When you walk into a restaurant . . . (not you, Mr. Lapides) . . . and the waitress smiles at you and says, "Good Morning" . . . it makes you feel pretty good. If this same waitress smiles at you and says, "Good Morning, Mr. Fox" . . . that just about makes your entire meal perfect.

There's a whale of a difference between "Good Morning" and "Good Morning, Mr. Fox."

And that difference can mean Thousands of Dollars to you if you write advertising.

But be careful. Even though you may use filled-in letters . . . even though your "personal message" is sent to thousands of people . . . beware of insincerity. Dishonesty and humbug can be detected by any average American the minute he reads it.

Don't underestimate the people who read your advertising . . . whether it be in an envelope with a 3¢ stamp . . . or a full page ad in The New York Times. If your advertising says what it has to say . . . interestingly . . . sincerely . . . and briefly . . . you have a swell chance of getting better than usual results.

Add to that (where feasible) a touch of humor . . . a personalized touch . . . and you have a sure-fire ad that almost everyone will read . . . (and some may even enjoy!)

To get back to my opening paragraph . . . the "distinguished" Direct Mail user was re-elected Governor . . . and now is the Honorable Senator from Maryland.

That personal touch certainly paid big dividends to him . . . and I hope the use of the personal touch in your advertising will pay big dividends to you.

Thank you for hitting bottom . . . and I hope you didn't mind my getting personal.



THIS IS A DMAA BEST OF INDUSTRY AWARD WINNER FOR 1948

# COLLEGE SELLS ITSELF BY MAIL

by James M. Stewart, *Associate Editor*

In January of this year, President Lincoln B. Hale of Evansville College, Evansville, Indiana spoke before a group of college presidents in New York.

Here's what he said:

"I'm sure all of you have been amazed, again and again, to discover how little men and women know of what you and your institution are doing. They often know almost nothing of things which you assumed are common knowledge."

But at Evansville, the story is different. For under the guidance of Public Relations Director Harold Van Winkle, Evansville College has adopted a continuing campaign using all media. But relying largely on Direct Mail . . . numerous, co-related pieces, primarily aimed at informing the public and garnering goodwill and support.

Second purpose of Evansville's Direct Mail is to attract students to study at the college, by telling them of its educational offerings and advantages.

Evansville is a town claiming 130,000 Hoosiers. There's no other college within 30 miles. Different from most colleges . . . in that majority of students live at home. The college gets no support from public funds and has few large endowments.

Its trustees are elected by the local Chamber of Commerce and Methodist Church. Buildings are erected through gifts of thousands of local citizens, businesses and industries.

It's really Evansville's college.

It's only natural, then, that the college misses no opportunity to be of service to the community, within

the limits of a college. It strongly believes it has the duty of keeping the people informed about its activities and offerings.

The big event at Evansville last year was the dedication of the just-completed, \$700,000 Engineering-Science Building. Funds which were donated by the community.

Two phases of promotion emerged from this situation. One called for giving recognition to this achievement, and assuring maximum use of it by as large a part of the community as possible . . . in the fields of Engineering and the sciences. But because the promotional program that sold the city on the need for such a building necessarily plugged technical education, a second program was vital. Namely that of informing the people about academic progress outside of scientific subjects.

In other words, the college did not want the community to think that the curriculum was biased toward technical studies. But that it had a well-rounded program to offer.

For the dedication, Van Winkle prepared some printed pieces for recruiting students and informing the community of progress of the college.

Nucleus of the campaign . . . a smart-looking, 8½"x11", 16-page booklet titled, "Dynamo to Power a Community". In two colors. Offset. Nicely illustrated with cuts of students in action.

"Dynamo" described the new building and set forth its possibilities for education and community service. Mailed out to announce the forthcoming open house. Also presented at the dedication.

A map of the campus was also mailed. In self-mailer form.

Letters were sent to different groups. One to luncheon, fraternal, religious, patriotic and various other organizations . . . asking them to attend. Another letter to Trustees of the college.

In all, the affair was a resounding success—with 3000 attending.

After the dedication, Evansville planned a Science Day. Object: to show how the new building was being used. More than 100 exhibits were prepared. Major emphasis was on attracting, but not soliciting, high school students to the school.

Mimeographed letters were sent out to the high school principals in the area, asking that students be told about Science Day. Boy Scout troops were so informed. A two-fold circular was prepared.

And another successful "Day".

Two months later a booklet was published, telling about a new curriculum, "Industrial Technology", made possible by the new building. Accompanied by multigraphed transmittal letter.

While all this was being accomplished in the field of Engineering, the Liberal Arts side of the college was being promoted.

Direct Mail pieces on art, music and radio were distributed . . . to let people know that science was not the only interest at Evansville. Smart-looking booklets and mailing cards were used.

During the spring, high school students received at their homes invitations to the college social center. Each of the four local schools had a separate "night". Invitations were printed in school colors. Each stu-

(Continued on Page 18)

# THINK! THINK! THINK!



## Was that expensive piece of artwork mailed right?

Last night, when Eddie picked up that drawing and you told him where to mail it . . . are you sure now it'll get where it's going without being spoiled?

Worry! WORRY! WORRY!

We know exactly how you feel. But we also know how to make you stop worrying — in the future, that is. First, ask your paper supplier to send you some Columbian SAFEWAY MAILERS. Then tell Eddie to use 'em for mailing everything that must arrive unbowed and unbent.

That's when your troubles will stop. Because Saway Mailers are made from a Kraft Lined Board that's tough enough to take anything, yet flexible enough not to crack under strain. They're complete mailers in themselves, need no stiffeners, wrapping or tying. And they're a snap to load and close. This makes them perfect for mailing all sorts of folders, catalogs, photographs, blueprints, layouts, drawings, etc.; anything you want to arrive in perfect condition.

If you ask him to, your paper supplier will be glad to trot some over to your office so you can see first hand just what we're talking about.

### COLUMBIAN SAFEWAY MAILERS

Available in these sizes

S-63	6 3/4 x 9 1/2
S-75	7 3/4 x 10 1/2
S-83	8 3/4 x 11 1/2
S-93	9 3/4 x 12 1/2
S-97	10 3/4 x 13 1/2
S-105	11 3/4 x 14 1/2
S-110	12 3/4 x 15 1/2



Also in the same sizes with printed stock designs.



**UNITED STATES ENVELOPE COMPANY**  
General Offices: Springfield 2, Massachusetts  
DIVISIONS FROM COAST TO COAST

E-50

(Continued from Page 16)

dent's name beautifully brushed in on flap.

Adult education, in the Evening College, is a very highly publicized part of Evansville's facilities. Promotion in 1947 consisted of catalog, pre-registration reminder postcard, announcements, folders and mimeographed letters. Mailing list ran over 5000 names. Final number of registrants . . . 1500.

Eight separate mailing pieces, plus numerous personal and duplicated letters, were used during the twelve-month period to promote the adult division, evening college and graduate center. One reason for the need for much promotion here is the fact that there are many more people *outside* the traditional eighteen to twenty-four year college age group than there are *in* that age range. And many more are interested in an evening class or some special instruction than in attending day college full-time.

Because the ceiling is limitless, finding out what people would like to study, arranging for the instruction, and then letting them know what is available, is a big job in which promotion plays an important part.

Each spring, a booklet is sent to prospective employers in the area, telling them about those graduating. A photo of each graduate. Short biography. Major interest. Percent worked way through college, etc. A good job of selling the college's final product . . . the graduating senior.

All of the school's promotion pieces are high quality. Good printing and layout.

Van Winkle's feeling is . . . "When a few dollars more mean the difference between a good printed piece and an excellent one, we spend the additional few dollars."

Last year, the college spent about \$6000 for promotional materials. Plus \$7200 for salaries, photos, mats, postage, etc. Adding up to slightly over \$13,000. Compare it with operating budget of \$1,015,000.

Each phase of the program was adequately supported by radio, display advertising . . . anything that fitted in with the program and did not unbalance the budget.

Harold Van Winkle says:

"I like to think that our promotional program added to our growth and success during the last year. We have more students and more buildings and a larger faculty than ever before, and we have \$500,000 in gifts and pledges for our next permanent building.

"As long as the people of our community keep investing in their community college, we are going to continue keeping them informed on what we are doing with their investment, and how it, in many instances, will help them or their sons and daughters indirectly."

The citizens of Evansville, Indiana are being kept well-informed on

goings-on of their college by an efficient public relations department.

Many other institutions, and companies for that matter, can take note of a job well-done. It might be a good time to check and see if you are giving your citizens, stockholders or customers the information they should have about *their* schools and companies.

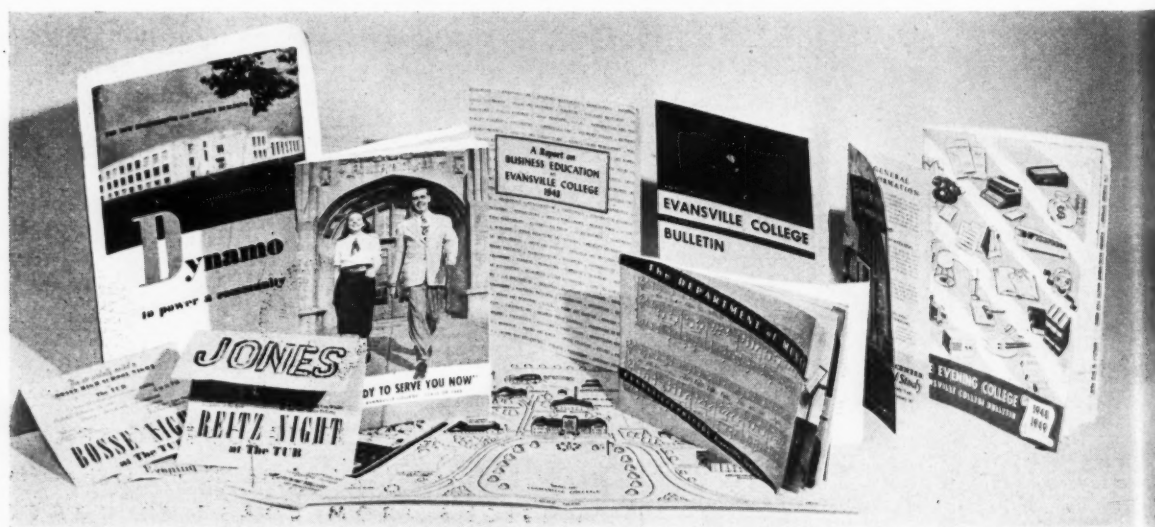
## GOOD SALES PACKAGE

A wonderful sales presentation was mailed to us . . . from the Roanoke Engraving Company, 35 Luck Avenue, West, Roanoke, Va.

A two-page, automatically-type-written letter was clipped to 6 pages of proofs of their special 120 line screen zinc halftones . . . which are supposed to be far better than the normal zincs. They are excellent.

The letter tells why they are so good (a unique hot top etching process) and how good the transportation to and from New York is. "Thus we will be able to combine fast service with high quality and economy."

Very convincing selling job. It's all right there.



Conrad Elger



# MAILING LISTS

## 1. ALEXANDER HAMILTON INSTITUTE INQUIRIES

119,000\* men who have inquired about the Institute's "Home Study Executive Training Course" as a result of advertisements in the nation's leading business magazines. Self-improvement names of men in their thirties and forties of good income and education. \$17. per M. (When complete list is used the charge is \$14. per M.)

\*1948-21,500

\*1947-50,000

\*1946-47,500

## 2. ALEXANDER HAMILTON INSTITUTE EXPIRES

20,000 Expires of the Institute's "Business Conditions and Investment Service." A weekly bulletin service that sells for Fifty dollars per year . . . \$20. per M.

## 3. AMERICA'S FOREMOST EXECUTIVES

75,000 top executives of larger business firms. Compiled within the last three months and never before offered for rental. One of the unique advantages of this list is that it may be addressed to the home or business address. The list is on cards and will be typed . . . \$12.50 per M.

## 4. RADIOLAND'S MUSIC INFORMATION LIST

200,000 names obtained in the latter part of 1948 of people who have made unsolicited suggestions of song titles and music research information. The program is a weekly one on a national network. This is a new list being offered for rental for the first time. Addressed by typewriter . . . \$13. per M.

## 5. RADIOLAND'S TOPIC ENTRY NAMES

100,000 thinking people who have recently submitted topics for discussion over a weekly coast-to-coast radio program. List is non-duplicating and is growing constantly as the program is currently on the air. Addressed by typewriter . . . \$13. per M.

## 6. SEALAND'S PERSONALIZED STATIONERY BUYERS

50,000 women buyers of personalized stationery during the latter part of 1948. These women all have charge accounts at the better department stores and made their purchase as a result of a direct mail solicitation. This is a new list and has already proved its value on the first test. . . \$13.50 per M.

## 7. WAYSIDE GARDENS CURRENT BUYERS

83,000 owners of better homes who have purchased an average of \$16.50 in bulbs, plants, roses and shrubs during the 1948 planting season. Purchases were made through the mails from the Wayside Garden's 200 page catalog which sells for fifty cents. All purchases were at least \$5.00. This list truly represents actual and current buying power. Addressed by typewriter . . . \$13. per M.

All lists described above are guaranteed by the list owners to be 98% accurate. Postage will be refunded on all non-deliverable pieces in excess of 2%. Empties will be shipped to all acceptable mailers.

For Further Information See Your List Broker or Contact:

**CREATIVE MAILING SERVICE, INC.**

MR. B. FIXLER

24 South Grove Street

Freeport 9-2431, 2432

Freeport, Long Island, N. Y.

## Strictly Mail Order

**Reporter's Note:** This department of **THE REPORTER** is reserved for the views and news of the mail order people . . . the men and women who use the mails to get immediate orders.

Radio Station WOV, 730 Fifth Avenue, New York 19, N. Y. has developed an ingenious plan to help listeners order radio-advertised items.

Although a large portion of their daytime programs are Italian-speaking . . . a good slice of the schedule is made up of English-speaking disc-jockey, hill-billy and similar programs with very faithful audiences . . . and many items for sale.

All the listener has to do to get the C.O.D. items . . . is to grab the nearest telephone, or pen and paper, and order.

But Anne Baldwin, head of WOV public relations, recently decided to make it as easy as tripping over a microphone. She prepared very simple business reply order cards . . . with space for quantity, product, program on which product is offered and name and address.

These cards were offered over WOV's English-speaking programs, by a few announcements. "Get a free supply of these handy WOV order cards by simply sending a self-ad-

ressed envelope." Six cards were mailed for every request.

Other cards were enclosed in advertisers' out-going, mail-order packages. With their permission, of course.

Plan seems to be working fine. Number of order cards being returned increased daily.

When and if this program should be continued and enlarged . . . WOV will also be able to analyze overall listening. Increased returns through increased distribution will allow a good general analysis of listening from program to program, the product preferences of specific program listeners, etc.

Boils down to:

- 1) A sales promotion benefiting all WOV advertisers.
- 2) A reminder and convenience for WOV listeners.
- 3) A barometer for program popularity.

THE REPORTER can see a similar

application of this idea . . . to television. If channels could get the cards into viewers' hands (by mailing to a list of set-owners, or mentioning order cards on the air) . . . a good mail order offer on the screen would certainly bring back returns.

See the product in front of your eyes . . . reach over and fill out order card . . . mail.

Seems like a perfect tie-up between radio (or television) and the mail.

*Life* produced an interesting mailing recently . . . selling a special subscription rate.

Inside window envelope . . . there was an airmail business reply envelope, a letter, and a check filled-out in recipient's name for sum of \$4.

First few paragraphs of letter from Circulation Director Pratt . . . explain "check plan".

Dear Reader:

Enclosed you will find our check for \$4.00 made out in your name.

This sum represents *half* the cost of 40 issues of *LIFE* at the single copy price of 20c each ( $40 \times 20c = \$8.00$ ).

And by using this check, you may order *LIFE* by subscription for the next 40 weeks at only *half price*. For *LIFE* will redeem the enclosed check—if properly endorsed by you—and you'll save half the cost of these 40 issues, for which you would pay \$8.00 at a newsstand.

Then, shortly after the first of your big, exciting, picture-filled issues arrives at your home, we will ask you to send us your own check or money order—in the amount of \$4.00—as payment of the balance of the cost of these copies.

The 24th annual edition of the Advertisers Rate and Data Guide . . . has just been published by E. H. Brown Advertising Agency, 20 North Wacker Drive, Chicago 6, Illinois.

It lists, in its condensed, 4"x9" form . . . rates, circulation, closing and issuance dates for General, Farm, Mail Order and Direct Selling magazines. And newspapers' display rates in cities of over 250,000 population.

Should be a handy index for some mail order people.

Available to advertisers without charge.

## WORLD'S BIGGEST LETTERHEAD COUPON! WORLD'S BIGGEST LETTERHEAD BARGAIN!

*Attach to one of your Letterheads... Clip and Mail Today for...*

1. Big 1949 Portfolio of "Modern Letterheads". Packed full of usable ideas for designing new letterheads—for giving new life to old ones. 2. Mass Production prices on quality letterheads—quantities from 6250 and up. All money-saving facts free. Send coupon today to

**UNIVERSAL LITHOGRAPHING CO.** 4355 W. Diversey Avenue  
(Subsidiary of Peerless Lithographing Co.) Dept. 43, Chicago 39, Illinois

COMPANY NAME \_\_\_\_\_

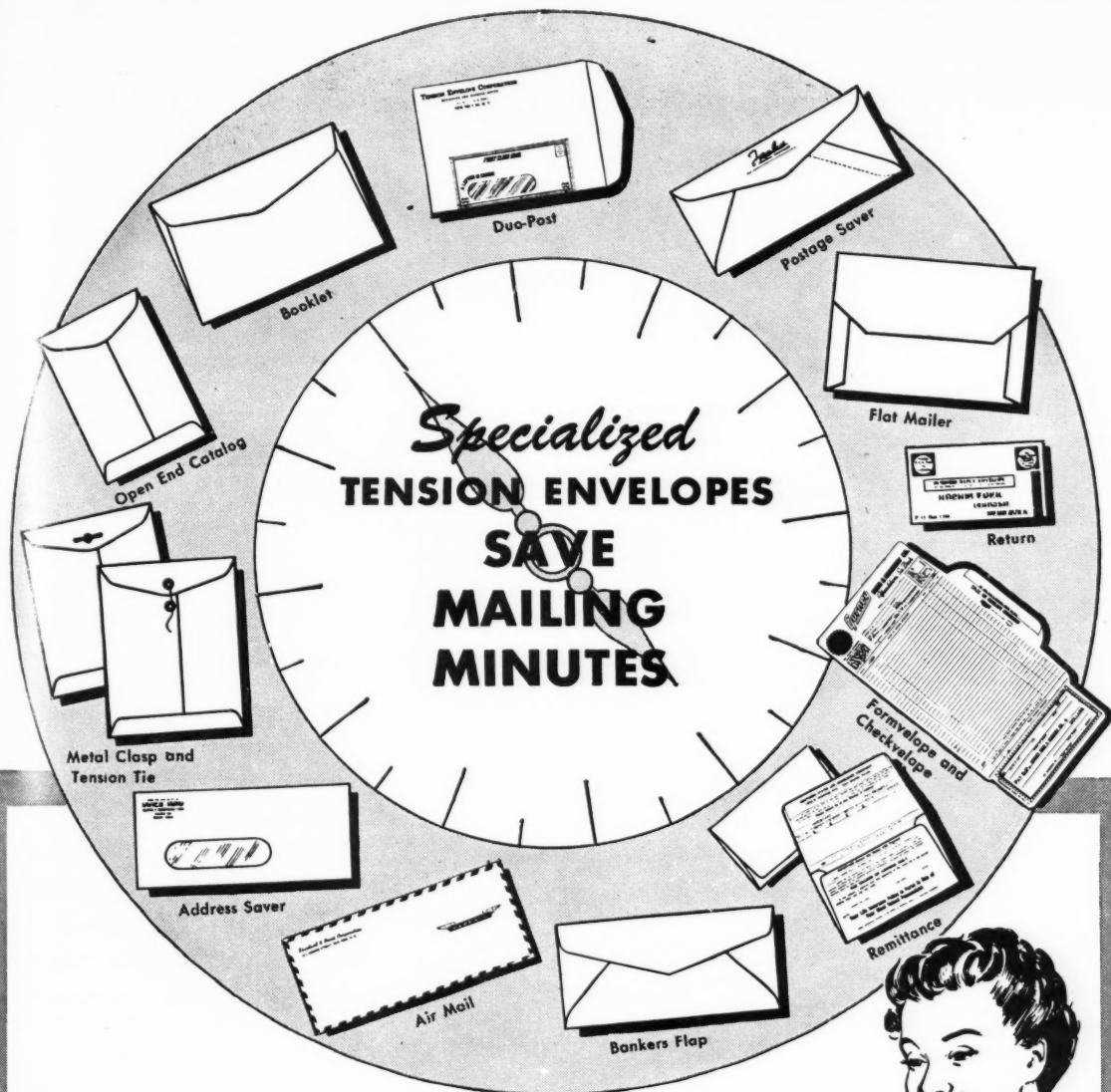
ADDRESS \_\_\_\_\_

NAME OF PRINTING BUYER \_\_\_\_\_

CITY \_\_\_\_\_

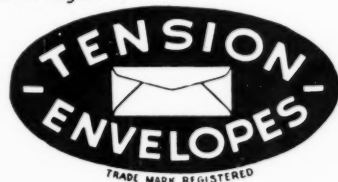
ZONE \_\_\_\_\_

STATE \_\_\_\_\_



In these days of high salaries, your company is looking for ways to save time in every possible operation. If you can conserve this costly time—and do the job **even better than before**—you're doubly interested.

Specialized Tension Envelopes are actually saving **millions of minutes** for progressive, forward-looking companies! They also prevent mistakes, cut postage costs, protect envelope contents and attract favorable attention. Perhaps you, too, would like to enjoy these advantages.



Your Secretary  
will like  
**"Envelope Know-How"**  
by don herold

This breezy, easy-to-read booklet presents new short-cuts to old problems. It's fun to read—simple to follow. To get a copy for your Girl Friday:

Write on your letterhead today to the Tension Envelope Factory nearest you, or your local sales representative.



*for every business use*

**TENSION ENVELOPE CORPORATION**

FACTORIES: New York 14, N. Y. • St. Louis 10, Mo.  
Minneapolis 1, Minn. • Des Moines 14, Iowa • Kansas City 8, Mo.  
Over 100 Representatives Selling Direct to User

# One Advertising Man to Another

GEORGE KINTER'S MONTHLY LETTER EXPRESSING  
ONE MAN'S OPINION

"Prepare for Pearl Harbor" is the warning Harry Singer, publisher of *Media Digest*, is giving ad men, Henry, and as some of his thinking is down my alley, I would like to pass along some highlights of the talk he is giving ad clubs in various parts of the country . . . along, of course, with some of my own comments:

Says Mr. Singer:

"The most savage business war in history is only 10 minutes away.

"The advertising profession is in the same condition today, as was the U. S. Navy 10 minutes before Pearl Harbor. Fat, smug, successful. Somebody is going to get sunk.

"Let us not forget that any kind of advertising, during the last 10 years, could have sold goods we didn't have, to customers we didn't need. Now, the pay-off begins.

"Of the \$3,000,000,000 worth of advertising run last year, almost half may prove non-profitable. This is because so many advertising practitioners are unfit to be in the business. Many were brought in for reasons which have nothing to do with their abilities.

"Almost invariably, when ad-campaign fails, the magazine, newspaper or radio station that carried it, gets the blame. In

most cases the fault lies with the creator's ineptitude. The two greatest enemies of advertising results are the vanity of clients and the agency that caters to it. Many agencies aren't allowed to use half of what they know. Meanwhile the public's boredom mounts.

"Isn't it fantastic that any amateur with \$20,000 in the bank and the 'right' friends can open up an advertising agency and compete with legitimate agencies, then secure recognition from media who are bound to suffer most from his incompetence? These agencies can become extremely successful. They need no examination, no diploma, no license.

"Sure, there are many excellent campaigns and practitioners, but 50% of all our advertising won't be able to move 100% of the nation's goods, during troubled tomorrow. All our salesmen must be on a paying basis if the U. S. is to maintain its world leadership.

"Every advertising practitioner should be immediately tested to determine his fitness to fight in the onrushing advertising war. One agency, which recently installed such tests, reported their personnel turnover dropped from 50% down to 13%.

*Media Digest* is planning to assist the advertising fraternity to prepare for tomorrow. It is setting up a "Public Registry of Advertising Plans & Ideas" through which new creative thinking may be protected by copy-

right and publicised throughout industry and the ad-agency business.

\* \* \*

As I have already said, some of Mr. Singer's thinking is down my alley, but some of it seems to deour through back yards and tramples the flowers I admire.

Whether or not one half of the advertising done last year will prove non-profitable, I do not know, but I will back him up with the opinion that a large percentage of it did not build for the future. However, I gather that he lays the blame largely on the inexperience of "amateur" advertising men who *compete* with "legitimate" agencies. I do not know what percentage of the 3 billion dollars worth of advertising was prepared and placed by "legitimate" agencies, nor what percentage was handled by the "amateurs" with \$20,000 bank accounts. Neither do I know what percentage was handled by individual, hard-working ad men who have obtained "recognition" with bank accounts of less than 20,000 bucks. But I am willing to bet my shirt that the advertising these boys placed was a lot more productive, dollar for dollar spent, than that placed by a large percentage of the "legits".

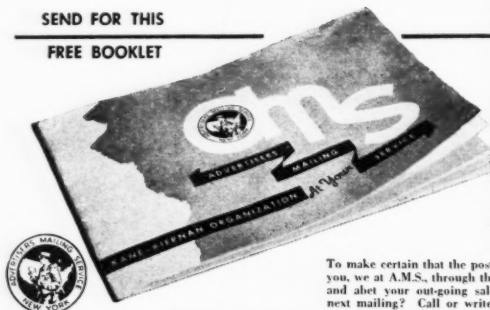
The little hardworking, undercapitalized and poorly paid ad-men, whose sincerity of purpose and good credit rating have won them "recognition" of advertising media to the extent of 15% off the cost of the space they buy, are the flowers in the back yards along the alley of my thinking. They are the only ad men with whom I have had much personal contact. All I know about the big "legits" is what I read in the advertising pages and hear on the radio, and much of that st-- (excuse me Henry) smells not so good.

Most of the advertising that the little "recognized" ad men prepare is good because it's *got* to be good. It's got to produce results, or else, because the advertisers for whom they prepare it haven't any money to waste and the advertising they do must pay its own way. The little 15 percenters lie awake nights figuring how to make the advertising gain attention, hold interest, create desire and start sales action.

(My gosh, what a long time it has been since I've heard or read that old bromide.)

## It's OUR BUSINESS to Help YOUR BUSINESS

SEND FOR THIS  
FREE BOOKLET



First Class Services for  
All Classes of Mail

MAILING LISTS

Compilation Maintenance

MULTIGRAPHING

MIMEOGRAPHING

ADDRESSING

Hand Typewritten Stencil

MAILING OPERATIONS

MAIL SURVEYS

To make certain that the postman's "homing" ring means more business for you, we at A.M.S., through the operation of specialized mailing services, aid and abet your out-going sales strategy. May we help you dispatch your next mailing? Call or write . . . we'll be happy to serve you!

ADVERTISERS MAILING SERVICE, INC. Kane-Kiernan Organization  
915 BROADWAY, NEW YORK 10, N. Y.—TELEPHONE AL 4-6666



However, it isn't long after sales action has been started that the little fellow loses his 15%. A little bigger fellow, with a couple of associates, a reception room and a secretary takes over. This little bigger fellow and his associates are also hard workers, and the advertiser soon finds it necessary to increase his manufacturing facilities. The account moves on up the ladder until it reaches the big "legitimate" agency that has a dozen vice-presidents, a staff of account executives, idea men, artists, copywriters, gag men, jingle jerks and a corps of researchers.

By the time the account has reached this agency the advertiser has become "fat" and conditions such as Mr. Singer describes have made him "smug" . . . in the thought that his product has become so well-known and so widely demanded that it needs only some silly jingles or wise cracks about it, or a "because" contest to keep it selling. His smugness may even lead him to buy full pages or double spreads to be left free of any advertising message (see below). He has forgotten the demands he made on the little fellow who sweated over his first advertising. He has forgotten the little bigger fellow and his associates who made necessary the first addition to his plant, and the big "legitimate" agency that now has the account is glad that he has forgotten, because it makes its job easier.

The little fellow and the little bigger fellow had to write new copy for every ad. The big "legit" can write a radio commercial that can be used over and over and over again, without the change of a single word or put through an order for a page or two of pure white space.

We believe, with Mr. Singer, that there is going to be a "Pearl Harbor", but my prediction is that the greatest number of sinkings will be among the advertisers served by the big "legits", whose personnel will not submit to any tests of their fitness for the battle.

\* \* \*

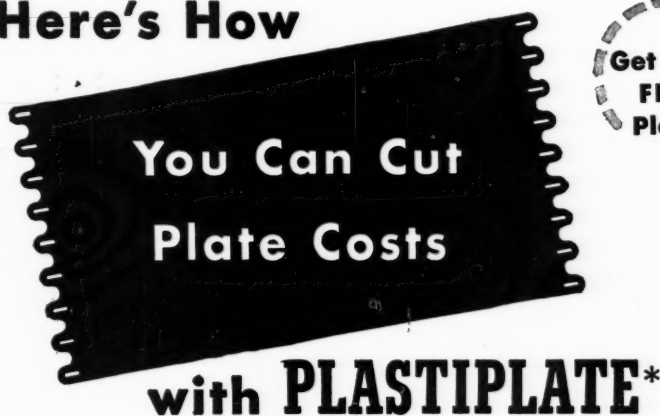
The height of something or other was reached in the February 7 issue of *Advertising Age*. There appeared two completely blank pages with the exception of eight words in small type in the lower corner of the right-hand page. The words "Agency Clashes With Client. See Story on Page 28."

The "story" explained an argument between Malcolm Forbes, in charge of promotion for B. C. Forbes & Sons Publishing Co., and its ad agency, Albert Frank-Guenther Law, Inc. We gather from the "explanation" that Mr. Forbes prefers white space to the kind of advertising the agency has been producing. The agency couldn't see "buying two full pages and leaving them practically nude," it would "rather continue to fling adjectives about the advertising economy of Forbes magazines."

All this, we assume, was concocted to gain cheap publicity. Forbes will have the honor of wearing the crown for using the most white space until someone tops them. Maybe this clamoring among advertisers to outdo each other in the use of white space, may spell the beginning of the end of the need of the Better Business Bureau's battle against false, misleading and exaggerated advertising.

Yours,  
Geo.

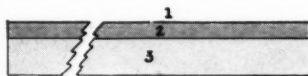
## Here's How



Get Your  
**FREE**  
Plates

Now—with the price of metal soaring—is the time to let Remington Rand's revolutionary Plastiplate\* cut your duplicating plate costs.

### Why Plastiplate is BETTER



Plastiplate's "no grain" surface (1) resembles lithographic stone. With it, you reproduce all the dots in a half-tone, and also make Direct Image corrections that are non-detectable because they do not penetrate the water-and-grease receptive plastic coating (2). The sturdy plastic-impregnated base-stock (3) prevents any stretching or "curl up" because it is impervious to water.

\*Trademark

Plastiplate combines the best qualities of metal plates with the economy of plastics to produce an unequalled plastic plate for office offset duplication.

Plastiplate ends your regraining problems, and is much easier to sensitize, expose, and print than any other plate.

*This is because its "no grain" surface is unaffected by humidity, is easily sensitized by hand, and is permanently free from scumming and oxidation.*

This "no grain" surface gives amazing contrast and depth in a half-tone by duplicating all of the dots, and you also get the sharpest possible line work.

To prove Plastiplate's superiority we will send you free plates. Just phone your nearest Remington Rand Inc. office or send us the coupon today.

Cheaper than metal, more dependable than paper—Better than Both!

## Remington Rand

Duplicator Supplies Division  
2R Main St., Bridgeport 1, Conn.

Firm \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Signed by \_\_\_\_\_

☐ Send me Photographic Plastiplates without charge.  
☐ Send me Direct Image Plastiplates without charge.  
I use a \_\_\_\_\_ typewriter and a ribbon of \_\_\_\_\_  
☐ cloth fabric ☐ carbon paper. My offset machine is a \_\_\_\_\_ Model No. \_\_\_\_\_



# Playing POST OFFICE

By: EDWARD N. MAYER, JR.  
DMAA Past President

Washington's Birthday was the day—and after you get through studying HR 2945, a Bill to Readjust Postal Rates introduced by Representative Tom Murray of Tennessee, chairman of the Committee on Post Office and Civil Service, you may wonder if you'll ever want to celebrate that day again.

After going through the Bill (which is an exact duplicate of the proposals made by Postmaster General Donaldson on February 21st) all we could think of was the famous fable of the Goose that Laid the Golden Egg. We're convinced and you should be, too, that if the Bill is passed in its present form it will cause a greater economic set-back to this country of ours than did the Hawley-Smoot Tariff Act of the early days of the Hoover Administration.

HR 2945, in addition to increasing the rates on all the special services, adjusts upward practically every major rate that affects American business. First class and air mail are untouched but once again the penny postal card is "adjusted" upward to two (2) cents.

New rates suggested for second class answer once and for all the cry that newspapers and magazines should pay a fair share of their costs. We don't know too much about second class mail . . . but we're certain that the recommended increases may force numerous *good* publications out of business at worst and at best may make publishers raise subscription and advertising charges (if they want to break even) to a point where few, if any people or corporations, could

pay them. You've seen (in the past) our thoughts on the subsidy enjoyed by publications . . . you know that we believe those mail users should pay a larger proportion of their cost of handling. But even if we were rabid on the subject (which we're not) we couldn't agree that the rates in HR 2945 should be charged.

The only good thing that can be said about the proposals for third class are that they're simple—or perhaps it would be better to say "simple-minded". The proposed rate for *all* kinds of third class, whether miscellaneous printed matter, merchandise, seeds or bulbs, 24 page booklets or what have you is 2 cents for the first 2 ounces and one cent for each additional ounce. In other words, each third class mailing will be (heaven forbid) charged a per piece rate based on 16¢ per pound. All permit mail will be discontinued. All sorting and bundling will be done by the Post Office and the most important single factor in selling by mail—the minimum charge of 1¢ per piece (depending on weight) will become a thing of the past. From the day that HR 2945 becomes law you won't be able to mail a single circular, card or booklet for less than 2¢. Which as you and the Post Office well know will sound the death-knell to *billions*, yes we said billions, of pieces of selling mail.

Even though Postal History is full of examples of falling volume when rates have been increased, the figures submitted to Congress by the Postmaster General quite calmly state that "based on the number of pieces

handled during the fiscal year 1948" the rate of 2¢ will bring in \$82,700,000 more for third class than was collected in 1948.

Just remember that, please—if you increase rates by 33 1/3% to 100% (says our Postmaster General) you will still handle exactly the same number of pieces that were carried at the old rates. Maybe you understand that kind of economic reasoning but unfortunately we can't.

Just a note about fourth class . . . after increases (effective Jan. 1st) that amounted to about 28%, additional ones of 16 to 30% are ordered in HR 2945. Catalogs will go up (if the Bill is passed) 32 to 47% over the present rates and 77 to 100% over the ones in effect before January 1st, 1949.

But let's get back to third class. After twenty years of teaching mail users how to help the Post Office—by sorting and bundling mail for easy distribution under Section 562, one full sweep wipes out this classification. From now on you'll just dump your mail into a bag and drop it off at the Post Office. You'll pay extra, of course, but the Post Office will do all the work you did for them. Which means extra help. But why bother with a little thing like adding thousands of employees to the Federal payroll. It's not important when you're setting rates that affect the very vitals of American business.

If you get the idea now that we think the proposed rates are ridiculous in their entirety you're absolutely *right*. But for the height of something or other (we don't dare give it a name) we give you a chapter of the bill which hasn't received very much notice.

It seems logical to us that the Post Office operates more efficiently when it doesn't have to worry too much about incorrectly addressed mail. It has, in the past, seemed the same to the Post Office, for they worked out Form 3547 on which they would send you corrections for misaddressed mail. For this correction service . . . which was a boon to the Post Office in keeping lists up-to-date . . . a charge of 2¢ per form was, and is, being charged. The recommended rate for this service, however, is to be 5¢. Figure that one out for yourself. Everytime you use a notice to the Postmaster to forward Form 3547, you have helped



Here's the second in a series of previews of new commemorative stamps. THE REPORTER will publish the design and color of new stamps . . . before they are placed on sale. For possible tie-up with Direct Mail promotions. Pictured here is the Washington & Lee University commemorative . . . which will be placed on sale on April 12 at Lexington, Virginia. Size is .84"x1.44". Color . . . blue.

the Post Office (and yourself too) to operate more efficiently. At 2¢ it's a good buy—but at 5¢ we know of very, very few mailers who could afford to use the service. So what will happen? Why it's simple. More misaddressed mail, more trouble at the delivery point—more mail for the dead letter office—more personnel needed to handle it . . . and finally less revenue for the Post Office.

\* \* \*

Along with the introduction of HR 2945 came the release of the long-awaited Hoover Commission Report. It makes mighty good sense in a great many places and suggests ways and means for saving 200 to 300 million dollars in the operation of the Post Office. Even though we don't believe that all of those savings are possible, most of them are—and we hope something will be done about the recommendations contained in the Report before we're too old and gray to care.

We liked what Representative Murray said about the report in a statement issued on February 24th. Here are some excerpts from his remarks—

"Many of the recommendations are constructive, timely and worthy of serious consideration." . . . "Of course, the present administrative structure is not perfect and there is room for improvement to make the Department more efficient and economical in its operation." . . . "I see no objection to the recommendations that there be an Advisory Board representing the public interest in Postal Service, if such board of advisors can offer constructive advice and suggestions to the Postmaster General." . . . "The report makes the suggestion that the Department should be operated as a 'well controlled, low cost business concern.' While it is a service agency and performs important social service to all communities, yet the Department should be operated as a business institution with all of the modern tools of business. The revenues and expenditures should be brought into better balance. I agree with the recommendations that the Postmaster General be authorized to fix the rates for special services, such as registered mail, insured mail, money orders, postal notes, special delivery and collect-on-delivery mail, while Congress should continue to fix rates on first, second, third and fourth classes of mail."

"Although it is not practicable, feasible or in the best interest of the general public to, at this time, raise postal rates sufficiently so that the Department will pay its own way and be self-sustaining, there should be a fair and reasonable increase in certain rates to wipe out at least a part of the existing deficit. Postal rates would have to be increased tremendously and way out of proportion in order to balance the revenues and expenditures of the Department today. The increase should not be

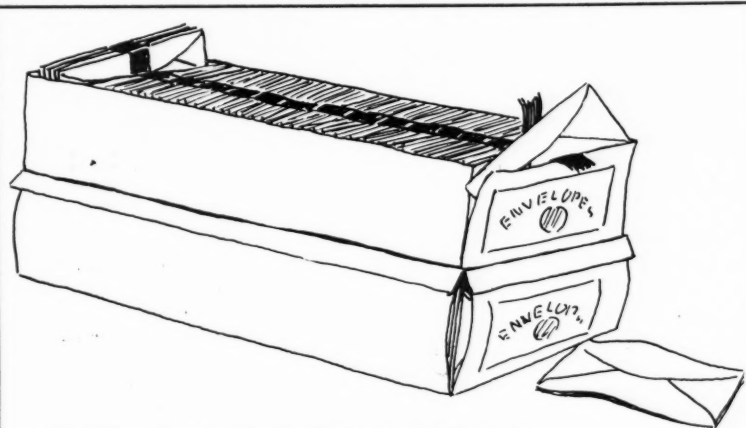
prohibitive or too burdensome; it would not be fair and would probably affect the volume of postal business. Of course, no one expects the Department to operate as a profit-making agency."

"I agree with the recommendation that subsidies, such as those paid to air lines, should not be charged to the Postal Service. Air line subsidies, which require millions of dollars each year, should be subject to regular appropriations procedures and not be charged to mail pay out of Post Office Department funds. As a result of studies, we have recommended previously the separation of subsidies from mail

pay and requested the Civil Aeronautics Board to present a proposal which would carry out our recommendations."

Even though Chairman Murray's statement about postal rate increases doesn't tie-in with HR 2945, which he introduced before he made the statement, we think it's a straw in the wind. Another straw was a plea to save the penny postal card made in the House February 24th by Rep-

(Continued on Page 26)

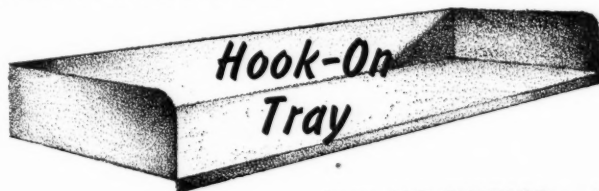


## "FREE" BOXES COST LETTERSHOPS P-L-E-N-T-Y

Certainly, the boxes come "free" with the envelopes. But they're expensive carriers of mail and printed matter.

Paperboard boxes waste a scandal-

know their costs use ALL PURPOSE "Hook-on" trays, tables with whirling racks and travelling racks to carry their mail and printed matter at low cost. They



ous amount of floor space, clutter up the aisles, come apart at their seams and involve countless needless steps. Yet mailrooms and lettershops still use them because they think the boxes are "free."

Profit making mailrooms, lettershops and printing offices who

know ALL PURPOSE equipment saves steps, time and space—and delivers years of profitable service. There's an ALL PURPOSE representative near you. We'll be glad to have him call.

All Purpose Metal Equipment Corp.  
250 Mill Street, Rochester 4, N. Y.

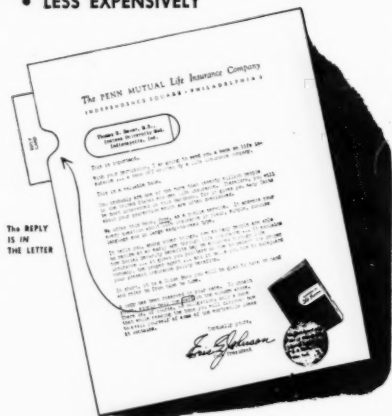
Ask for the latest ALL PURPOSE catalog.  
It features time-saving lettershop equipment.

**All Purpose**



# FROM REPLY-O LETTER to THOSE WHO USE DIRECT-MAIL Regularly . . .

**REPLY-O LETTERS**  
will do your selling job  
• MORE EFFICIENTLY  
• LESS EXPENSIVELY



## NATIONAL ADVERTISERS SAY:

"Our Reply-O Letters produce between 18% and 32% replies. We have been able to trace \$13 millions in business from an expenditure of \$27,000.00."

New England Mutual Life Insurance Company

"An elaborate broadside with return postcard enclosed produced 8% returns. The Reply-O follow-up produced 24% from the same list."

The Mathieson Alkali Works, Incorporated

"Reply-O-Letter topped all records . . . brought in the highest number of contract dollars ever pulled by any letter we have mailed . . . 700 inquiries, twice the number we have been able to draw by other forms of direct mail."

F. W. Dodge Corporation

To save you time, send along the following information when you request samples.

Frequency of mailings.  
Average size of mailings.  
Type of list.

This information will enable us to answer your initial letter with helpful, understandable facts and figures.

## REPLY-O PRODUCTS CO.

150 W. 22nd St. New York 11, N.Y.

representative Hall of New York. He said "I sincerely hope that every member (of the House) will fight this measure (the increase to 2¢ in postal card rates) so American citizens can continue to send messages to their loved ones at the rate of one cent."

\* \* \*

Now what's to be done about this threat at the very foundation of the Direct Mail industry? Well, every association is getting ready to testify that the recommended rates are suicidal to both business and the Post Office. The briefs they present will be carefully worked out, hard hitting documents and should have an enlightening effect on the men and women on the Postal committees of the two Houses of Congress.

But you too can help. And it's important that you do. First, get copies of the Hoover Report and read them carefully. They're available from the Government Printing Office for 35¢ (10¢ for the Report itself, 25¢ for the Task Force Report—Appendix I). Second, get a copy of HR 2945 . . . (you can get it from the Committee on Post Office and Civil Service, House of Representatives, Washington, D. C.). Third, after you have digested the proposed rates write a letter to your Congressman and Senators and tell them factually what the new rates will mean to your business. Write also to Representative Murray, Chairman of the House Committee and Senator Olin D. Johnston (of South Carolina), Chairman of the Senate Committee on Post Office and Civil Service.

Be explicit in your letters. Tell them how much you're spending on postal cards and third class mail today. Tell them how much first class mail this mail of yours creates. Then tell them what will happen to your expenditures if the rates are raised. Tell them whether you're going to have to lay off personnel because you'll be cutting your mailing volume. Give them a clear, honest and accurate picture of what will happen. If you feel strongly enough on the subject—write to Mr. Fred Belen, House Post Office and Civil Service Committee, House Office Building, Washington, D. C. and ask permission to testify to the entire committee in person. This is your fight . . . the final outcome will depend to a large degree on what you personally do about it.

## prescription for an ailing mailing . . .

- Reach a mail order-minded market
- Use a list with proven pulling power
- Consult a specialist in list selection . . .

## WILLA MADDERN LIST BROKER

215 Fourth Ave., New York 3, N. Y.  
Gramercy 3-3440



## WHEN ROCKETS CARRY MAIL

. . . Your promotion will benefit from the utmost speed. But right now you can benefit from the utmost effectiveness! Take advantage of Ahrend's 56 years of know-how . . . join the successful advertisers who win National Awards by relying on "the firm with the habit of success!"

For ideas, planning, copy, art, production and mailing that add up to top-flight merchandising, let's talk it over now. In the New York area there's no obligation.

## D. H. AHREND COMPANY

*Creative Direct Advertising*

333 E. 44th St., N. Y. 17, MU 6-3212



## WHAT'S THIS WORLD COMING TO?

On page 26 of the August REPORTER . . . there appeared a story about an article titled "Is Sex Slipping?" Told how Green-Brodie, Inc. found that an ad with illustration of a nude . . . pulled less business than the same ad, modestly retouched.

Received a release from George Van Landy of Koppers Company, Inc., Pittsburgh, Pa.

Similar story, well-told.

### NOVELTY FIRM FINDS BURLESQUE PSYCHOLOGY WRONG

Los Angeles, Calif., Feb. 15—A mail-opener that's a male eye-opener has led a plastics novelty firm to believe that the "take 'em off" psychology of burlesque is all wrong.



It was the "put 'em on" approach that paid off at the box office for the D-P Engineering Company here.

Months ago the firm bought some Koppers polystyrene, the post-war plastic which has hundreds of uses, and started molding it into eight-inch-high figures of shapely maidens, whose tapering legs would rip open a letter in a jiffy. Clothing seemed somewhat superfluous for the novelties at first, but the unadorned figures had only a limited sale.

Men of the nation, it seemed, feared the scornful remarks of the "little woman," should she happen to drop into the office.

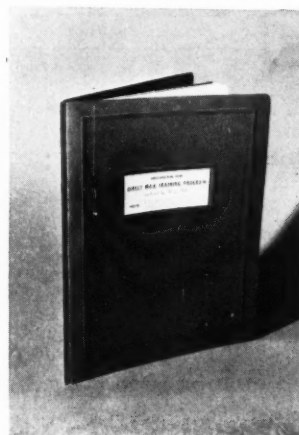
D-P designers studied the problem, and "Career Girl," as they called the figure, began to "put 'em on." First, a frosting process made it appear that she was wearing panties and bra. Sales picked up, but not as much as expected. The experts went into another huddle. Then "Career Girl" emerged wearing a cloth bathing suit

(Continued on Page 28)

# "YOUR COURSE HAS BEEN AND IS A THOROUGHLY FASCINATING EXPERIENCE. I PERSONALLY FEEL THAT ITS FIRST PROSPECTUS WAS AN UNDERSTATEMENT"

So wrote a businessman "student" who is just completing a year's study of my new Training Program in Direct Mail Advertising (for advertising executives . . . and for training assistants).

After a year's experience in working with many business "students" in all parts of the country and abroad, I have prepared a **new prospectus**. It explains the reasons for and background of the Course. It gives (for the first time) a complete outline and describes some results secured. It is still slanted toward "understatement" rather than "ballyhoo." No tricks. No "free" offers. No amazing promises. No world with a fence around it.



If you are interested in an orderly, thorough, down-to-earth, year-long study program in all the ramifications of a **VERY BIG** subject . . . send for this prospectus now. The Course will continue indefinitely. Study sections every two weeks for a year. Fee \$115 . . . which includes personal advice and criticisms.

Write personally to

**HENRY HOKE**

17 East 42nd Street, New York 17, N. Y.

got **\$ .0007** to spare?



**EUREKA'S #89  
DUPLISTICKERS  
CUT Direct Mail  
Addressing TIME**

That's all it costs to address one Duplisticker with Eureka's fast system for lowering addressing costs.

**Check these advantages:**

- Helps keep lists up to date!
- Used on all type duplicators!
- Exact registration with master copies!
- Special process gives sharper legibility!
- No special skill or equipment required!
- Gets mail out on time!



**FREE** Descriptive Folder and Sample OR, ask your stationer for package—enough to address 1050 mailing pieces.  
**75¢**

**EUREKA SPECIALTY PRINTING CO.**  
Scranton, Pa.

**So you've already GOT  
a good mailing list . . .**

That's fine! More power to you and to the list. Specifically, more *earning* power. Because your list can work for others, same as it does for you.

Every year, hundreds of firms like yours receive extra revenue from their lists by renting them—through the D-R Special List Bureau—to non-competing mailers.

We'll gladly explain further how your list might prove more profitable. Just write on your business letterhead for our descriptive folder: "RIGHT UNDER YOUR NOSE."

**D-R SPECIAL LIST BUREAU**

Division of Dickie-Raymond, Inc.

80 BROAD STREET  
BOSTON 10, MASS.

tightly molded to her lithe figure by a special flocking process.

That did it. Now the useful novelties are popping up on executives' desks all over the country, and D-P has diverted its entire production to "Career Girls"—with bathing suits.

**A COIN  
LETTER**

Burroughs Direct Mail Advertising, 935 South Valencia Street, Los Angeles 12, California used a coin letter . . . with a slightly different slant to it.

**DON'T TAKE THIS QUARTER YET . . .  
YOU HAVE TO EARN IT FIRST**

(Quarter tipped on here)

Because you are a good friend . . . and because we've waited twenty-five years to give this quarter to you . . . please, before you take it . . . listen!

You see, it's silver and a twenty-five cent piece. Silver is the token of a twenty-fifth anniversary . . . and it just so happens that this month is the twenty-fifth anniversary of Burroughs Direct Mail Advertising.

Hard-hearted business men say that there's no room for sentiment in business. But, gosh, at a time like this, don't you think it's one's prerogative (a twenty-five cent word) to wax sentimental? Anyway . . . blended with a background of sweet violin music and the zoom, zoom of the bass fiddle . . .

Here's your twenty-five cents' worth of sentiment . . .

One score and five years ago this company was founded on an idea . . . an idea that the creation of effective Direct Mail Sales Promotion was a specialized business requiring specialized experience and attention. The young "guy" (Guy T. Burroughs) with the idea felt that in this way he could offer clients a real result-getting Direct Mail service.

The idea was sound. It has worked profitably for our clients. We managed a comfortable living, too.

Now, in 1949, we still have the same name. But over the years we've added more "guys" with sparkling sales-getting Direct Mail ideas . . . and we're all ready for the next twenty-five years of helping you solve your sales promotion problems with Direct Mail Ideas that "Sell" your customer.

Been waiting around for twenty-five years to write this letter to you.

You can take the quarter now . . .

You've earned it . . .

(Signed) Eric Smith



This clever maze of lines . . . was the opening gun of an invitation to attend the cocktail party-opening of Lindsay Advertising Agency's New York office (52 West 57th Street). Printed on parchment-type paper, it was rolled up and mailed in a 6 1/2" pink wooden tube. Followed a week later by a humorous release about a fictitious drunk . . . describing the party. Real showmanship.

P.S. Dateline . . . morning after the party. We didn't realize how accurate above pic was. One inaccuracy, though. Where's the St. Bernard dog . . . that drank our drink?

## INSURANCE ADVERTISING KIT

An outstanding advertising kit for local agents . . . came to the editorial eyes of THE REPORTER this month.

A wonderful job of planning, producing, subsidizing and *selling* an effective and coordinated advertising plan.

It's very evident that more companies are supplying their local outlets with advertising suggestions and campaigns . . . than ever before.

We've reported many similar programs in past issues. And it looks like there'll be many more in the future. They just keep coming in.

Received a letter from Howard Swink. Howard Swink Advertising Agency, 372 East Center Street, Marion, Ohio . . . along with a big

(11"x14") portfolio prepared for Central Manufacturers' Mutual Insurance Company, Van Wert, Ohio.

The presentation is wonderful.

Not just a plain series of facts, letters, ideas. But a theme running through the kit itself. About planting a seed (letters) . . . and seeing it grow to a fruitful (dollar-blossoming) tree.

The portfolio was mailed to The Central's 2100 agents.

Cover reads . . . "How to reap DOLLARS from well-planted pennies." A picture of a farmer depositing real, tipped-on penny into the ground. \*

Heading of inside cover reads . . . "Mere pennies produce dollars when planted in The Central 1949 Direct Mail campaign."

Third page has illustration of a large tree . . . with 10 more pennies tipped-on all over blossoms.

Then the kit tells how to "reap a harvest of dollars". A testimonial letter from a satisfied agent is printed.

Then the three letters available for agent's prospect list.

One with a red, plastic fire hydrant tipped-on letterhead ("The fire hydrant nearest your house is pretty important to you"). Another . . . with tipped-on mirror ("Will you look like this the day after the fire?"). The third with black plastic telephone stuck in slit of letterhead ("What is your fire department's telephone number?").

The Central's name isn't mentioned in this series. All replies are returned directly to the agents. Truly an agent's campaign.

Then three letters to be mailed to policyholders . . . for more business. Each with different return card . . . that asks for different booklet.

Also tipped-on to a page of the  
(Continued on Page 30)

# PRINTING

. . . for **E**XCELLO provides  
the "know how" to assist you in organizing  
your art and copy . . . determining  
your method of printing . . . producing your work  
economically and quickly. Publications,  
catalogs, booklets, direct mail from black  
and white to full color . . . Now over one million  
impressions a day.

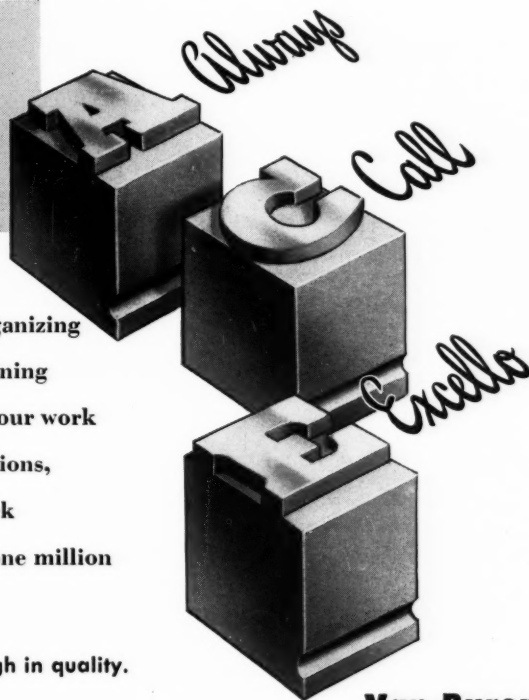
Make your next job



high in quality.

## **E**XCELLO PRESS INC.

LITHOGRAPHERS • PRINTERS • BINDERS • 400 NO. HOMAN AVENUE, CHICAGO 24, ILLINOIS •



**Van Buren  
8790**



## OFFSET USERS-

### Low Cost Typesetting!

Yes, Fototype gives you a way to knock out heavy typesetting costs and expensive delays. Sharp, clear letters on white card-stock or acetate make composition so simple that anyone in your office can handle it. Speedy Fototype saves up to 90 per cent over metal typesetting, puts control of production right in your hands! Ideal for setting heads, display lines, or complete ads. Whether your printing is done by quality offset, or a small office duplicator, Fototype will make typesetting a matter of minutes. Ask for FREE illustrated catalog showing method and specimen type faces. This entire ad set with Fototype!



1413 ROSCOE STREET, CHICAGO 13

### Mimeographing—Multigraphing

A proven mailing organization primed for the exacting demands of direct mail advertisers.

★

Experts on questionnaires, office forms, surveys and presentations.

★

Geared for quick delivery on news releases, publicity stories, speeches, etc.

★

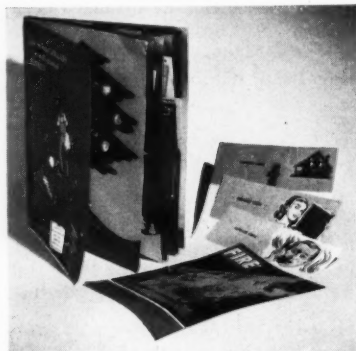
Serving advertisers, agencies, publicity and direct mail people for over 15 years.

★

**MARY ELLEN CLANCY**  
250 Park Avenue, New York 17  
(at 46th Street)  
Plaza 9-1520

Addressing—Mailing

kit . . . is a sample of The Central external house paper . . . "Fire". Mailed four times a year . . . to anyone the agent wishes. Really the agent's house organ. The Central's name does not appear anywhere.



Here's what the agent has to do for either, or all, of these three services.

A form is enclosed . . . with space for (1) prospect list, (2) policyholder list and (3) house magazine list.

The three gadget letters are mailed to prospects by The Central . . . at a cost to the agent of 9¢ per name. Just postage charge. Two weeks time between each letter. List limited to 100 names.

The campaign to policyholders is mailed free . . . to agent's p.h. list.

The insurance agent can have anybody receive the house magazine. A cost of 16¢ for each name (four issues a year). It is a four-page, smart-looking job.

Series pictured above.

A complete package, designed to sell the company's Direct Mail.

The Central seems to have taken the lead . . . in offering advertising campaigns to agents and brokers featuring the agent's name and omitting the company name. Because in practically every case, a fire insurance agent sells himself, *not* the company.

A praiseworthy job.

### BRIEF LETTERS

W. A. Hirsch of Hirsch & Allen, Upper Darby, Pennsylvania sends us this very pertinent comment on business letters:

I recently read an article to the effect that it costs 75 cents to write an ordinary business letter and the bane of our ex-

## Automatic enclosing is a reality . . .

We are now saving large volume customers over 33 1/3% on mailing costs. (In lots of 25,000 and up.) Call us to discuss our automatic enclosing machines and how they can save for you, too.



### True-Sullivan-Neibart

381 4th AVE., NEW YORK 16, N. Y.

Murray Hill 4-2724-5-6

## THE ONLY LABELS OF THEIR KIND MADE!



Catch the consumer eye and HOLD IT with the quality label that defies competition. FENT-ONAMEL colors sparkle permanently on smooth, hard stock. Lettering is sharp, clean-cut. Adhesive is powerful—these labels stick and stay stuck.



WRITE FOR  
FREE CATALOG  
with 600 GOOD IDEAS  
for LABELS and STICKERS

FENTON LABEL CO.  
Dept. 40, 506 RACE ST. PHILA 6 PA.

When you  
need

**RECENT  
BIRTH  
LISTS**

Remember  
**WM. F. RUPERT**

Compiler of national birth lists EXCLUSIVELY for the past fifty years.  
90 Fifth Ave., New York 11  
CH 2-3757

## MAGIC WORDS That Sell by Mail

Let us put to work for you certain "magic" words that get maximum orders for meritorious products. We are a fully recognized advertising agency with a staff of top-flight mail order specialists. Established 1924.

**ARTWIL COMPANY, Advertising**  
24-R West 48th St., New York 19, New York  
Plaza 7-1355



istence is the so-called business man who applies the old adage "Brevity is the Soul of Wit" to his business correspondence.

Business letters which do not cover the entire subject are as outmoded as women's short skirts which revealed a lot of loose joints.

## DAMN THESE DECISIONS!

Here's one way of encouraging company salesmen to help build and keep up-to-date customer and prospect mailing lists.

A. J. Rhoades, advertising manager of P. R. Mallory & Co., Inc., Indianapolis 6, Indiana sent us this sample. Says response was excellent.

Here's the letter.

At the top is drawing of a confused dog . . . with white plastic bone tipped on to his right and a red plastic fire hydrant at his left.

### DAMN THESE DECISIONS!

It's not always "the lesser of two evils" but often "the greater of two goods" between which you're called upon to choose. Such decisions can be tough to make.

But there's one decision we want you to make that is very simple. It's simple because all the conflicting elements have been removed, so that there's only *one* thing left to do. And here it is:

**WHEN IN DOUBT, FILL OUT A CUSTOMER DATA SHEET!** It's the best way in the world to keep all your customers and prospects right up to date on Mallory product developments—and to leave your calling card regularly at all the places you

just haven't time or can't afford to call on.

Your cooperation to date has been swell. But customers are not a standing audience—they're a passing parade. Old faces (with names, initials and titles) leave the parade at one end while new faces join it at the other end. And if we're going to keep the right faces in the direct mail picture, we've got to keep in step with the parade. It can be done—quickly and effectively—with **CUSTOMER DATA SHEETS**.

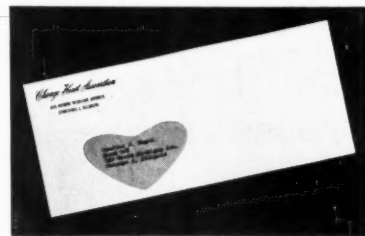
Merry Christmas!

Dusty

P.S. We're making no bones about it, this is a plug for Direct Mail.

## POST OFFICE SAYS NO

In December issue . . . THE REPORTER told all about the unusual window designs for envelopes . . . dreamed up by an envelope manu-



facturer. Heart-shape (for a heart foundation), diamond-shape (for a jeweler) and frankfurter-shape (for a meat-packer). Reproduced a picture

too (see pix). Give a complete report.

But is our face **RED!**

We must have been asleep . . . or somepin' . . . because we completely forgot about a certain Post Office ruling that says:

"Window" envelopes, to be mailable, must be so prepared that the "window" or transparent panel in the front through which the address on the enclosure is disclosed, *will be parallel with the length of the envelope*. "Window" envelopes not conforming to the foregoing are **UNMAILABLE**.

Naturally.

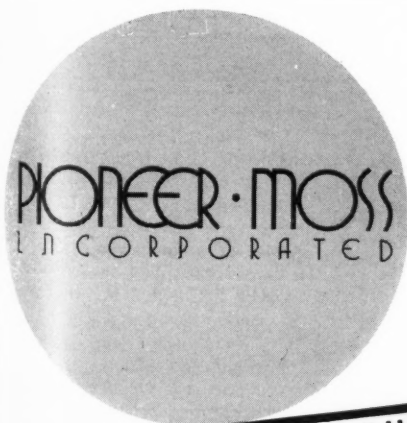
Reason is . . . that irregularly-shaped windows cause trouble while mail is in transit. Edges catch in machines, other envelopes get caught in hole, etc.

The matter was referred to the Third Assistant Postmaster General. Here's part of his answer:

The statements . . . have been noted. However, window envelopes like the specimen submitted do not conform to the postal requirements for such envelopes and it is regretted that they may not be approved for acceptance in the mails.

. . . references to the fact that similar envelopes have been accepted at another post office have also been noted. This matter has previously been called to the attention of this office and appropriate steps have been taken to advise the mailers, as well as the manufacturers of the envelopes in question, that the envelopes are not prepared in conformity with the postal regulations and their acceptance in the mails is not approved.

So our apologies to any readers that were put on the wrong track.



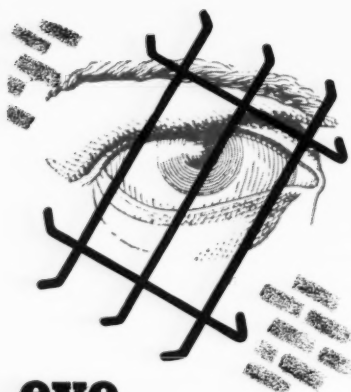
PHOTOENGRAVERS SINCE 1872

460 W. 34th ST., N. Y. C.

LONGACRE 4-2640

MARCH 1949

31



## eye catching...

...is one sure way of describing Cupples personalized envelopes, for they're different. Their smart styling and uniqueness of design will arouse consumer interest. Cupples envelopes will help immeasurably to sell your product or service.

**CUPPLES ENVELOPE CO., INC.**  
360 FURMAN ST., B'KLYN 2, N.Y.

## Professional MAILING LISTS

Physicians, Dentists, Osteopaths, Drug Stores, Nurses, Chiropractors, Chiropodists, Veterinarians, Hospitals

- Corrected daily.
- Stencil addressing at low cost.
- Write for count bulletins and prices.

**Fisher-Stevens Service, Inc.**  
345 Hudson Street  
New York 14, N. Y.

## PAINFUL FLAGELLATION

Here's a good way to build up your idea file among members of your own clubs or associations.

Just do what Paul Murtaugh did among fellow members of the New York 100 Million Club. He's ad-manager of Alfred Best Co., publishers of Best's Insurance News.

Prepare a memo (his was offset, simulating pen and ink) and send to the list of the group.

Here's Paul's approach:

To members and guests of the Hundred Million Club.

Here's a mailing that worked very well for us.

This advertising approach—and the editorial treatment it implies—has sent Best's Insurance News to the head of its class.

Want to exchange mailings with us? We'd be glad to hear from you—even if we're letting ourselves in for a little painful flagellation.

PM

## TWIN APOLOGIES

We got a kick out of seeing these two "apologies" in the same morning mail.

Top one is part of a *Time* Magazine promotion. Below . . . is one from "The Report for the Business Executive". Both were clipped on to promotion letters.

About the same size, paper stock, similar wording.

If you are already a

**TIME**

subscriber . . .

please forgive us for sending you this letter. Occasionally, the names of people we think would like *TIME* are available only on lists owned by other firms, who address and mail our letters for us, but do not let us check out the names of our own subscribers. Thus, unintentionally, we may send you an entirely unnecessary invitation. I hope you will pardon it!

F. D. P.

If You Are A Subscriber—

—our apologies.

We are mailing to a number of lists not our own and are not permitted to check the names against our subscription list, nor against each other, to eliminate duplication before mailing. If you have received more than one letter, why not pass this one on to an associate.

A. R. D.

## SAWDON SELF-MAILERS

THE 4-IN-1 UNIT FOR EVERY DIRECT MAIL USE

OUTGOING ENVELOPE, SALES LETTER, ORDER OR REMITTANCE FORM, RETURN ENVELOPE.

DELIVERED PRINTED, FOLDED, AND SEALED, READY FOR ADDRESSING.

WRITE FOR SAMPLES AND INFORMATION

The Sawdon Company, Inc.  
480 Lexington Ave., New York 17, N.Y.

## THE 100,000

SELECTED OWNERS OF U. S. PLEASURE CRAFT AND PRIVATE PLANES

All-Male Travel Purchasing Power Adventure Technical Luxury

Entire list completely circularized every 60 days by our own publications. 97% address accuracy guaranteed. LISTS THAT PAY OFF. SEE YOUR BROKER

**BOAT & EQUIPMENT NEWS**  
224 East 41st Street, New York 17, N. Y.  
**AIRCRAFT & EQUIPMENT NEWS**

## Over 2,000,000 MAIL ORDER BUYERS Men - Women - Juvenile ALL CASH BUYERS of books or merchandise

Ask your list broker, or write to us direct. State what you want to mail on and we'll make specific list recommendations, with reasons why. Our customers the past decade include most of the big mailers

**BOOKBUYERS LISTS, Inc.**  
363 Broadway, New York 13, N. Y.  
WO 4-5871

## CLASSIFIED ADS

### ADDRESSING

ADDRESSING \$3.50 THOUSAND

No charge for our lists

SPEEDADDRESS BY SPEEDAMATIC

48-02 43rd St., Woodside, N. Y.

"A Postal District of N.Y.C."

### ADVERTISING AGENCIES

SELL YOUR PRODUCT WITH pulling mail order, agent ads.

We show you how.

Martin Advertising Agency

15P East 40th Street New York 16, N.Y.

### FOR SALE

ESTABLISHED Mail Order Business. Registered trade marks. Customer and prospect lists on stencils. Addressing equipment. For sale outright. Box 33, *The Reporter*, 17 E. 42nd St., New York 17.

# DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$10.00 PER YEAR

## ADDRESSING — TRADE

Shaping Typing Service.....68-12 Roosevelt Ave., Woodside, N. Y.  
M. Vico.....3902-9th Ave., Brooklyn 32, N. Y.

## ADDRESSING MACHINES

Rossin Addresser Company.....216 South 4th, Minneapolis, Minn.

## ADDRESSING AND MAILING EQUIPMENT

All Purpose Metal Equipment Corp.....258 Mill St., Rochester 4, N. Y.

## AUTOMATIC INSERTING

True, Sullivan, Neibart Associates.....381 Fourth Ave., New York 16, N. Y.

## AUTOMATIC TYPEWRITING

Ambassador Letter Service Company.....11 Stone St., New York 4, N. Y.

## BOOKS

Graphic Books, Inc.....17 East 42nd St., New York 17, N. Y.

## BUSINESS FORM CREATIONS

Joe Johnson.....3304 Grimes Ave., No., Minneapolis 12, Minn.

## CARDVERTISER

The Elliott Addressing Machine Co.....127 Albany St., Cambridge 39, Mass.

## DIRECT MAIL AGENCIES

D. H. Abend Company, Inc.....325 East 44th St., New York 17, N. Y.  
Artwil Company.....22 West 48th St., New York 19, N. Y.  
Duffy & Fabry, Inc.....633 N. Water St., Milwaukee 2, Wis.  
McNulty Advertising Agency.....308 W. Washington St., Chicago 6, Ill.  
Mallograph Co., Inc.....39 Water Street, New York 4, N. Y.  
Reply-O Products Company.....150 West 22nd St., New York 11, N. Y.  
Tested Sales Producers, Inc.....131 West 53rd St., New York 19, N. Y.  
Philip J. Wallach Company.....150 East 35th St., New York 16, N. Y.

## DIRECT MAIL TRAINING COURSE

Henry Hoke.....17 East 42nd St., New York 17, N. Y.

## ENGRAVERS

Pioneer-Moss, Inc.....460 West 34th St., New York 1, N. Y.

## ENVELOPES

American Envelope Mfg. Co.....26 Howard St., New York 13, N. Y.  
Atlanta Envelope Company.....Post Office Box 1267, Atlanta 1, Ga.  
Cupples-Hesse Corp.....4175 N. Kingshighway Blvd., St. Louis 15, Mo.  
Samuel Cupples Envelope Co., Inc.....360 Furman St., Brooklyn 2, N. Y.  
Curtis 1000, Inc.....380 Capitol Ave., Hartford 6, Conn.  
Direct Mail Envelope Co., Inc.....15 West 20th St., New York 11, N. Y.  
Garden City Envelope Co.....3001 North Rockwell St., Chicago 18, Ill.  
Massachusetts Envelope Co.....641 Atlantic Ave., Boston 11, Mass.  
McGill Paper Products, Inc.....501 Park Ave., Minneapolis 15, Minn.  
The Standard Envelope Mfg. Co.....1600 East 30th St., Cleveland 14, Ohio  
Tension Envelope Corporation.....345 Hudson St., New York 14, N. Y.  
United States Envelope Company.....Springfield 2, Mass.  
The Wolf Envelope Company.....1749-81 E. 22nd St., Cleveland 1, Ohio

## ENVELOPE SPECIALTIES

The Sawdon Company, Inc.....480 Lexington Ave., New York 17, N. Y.

## HAND COLORING

Reba Martin, Inc.....145 West 45th St., New York 19, N. Y.

## INKS

Interchemical Corporation.....350 Fifth Ave., New York 1, N. Y.

## LABEL PASTERS

Potdevin Machine Company.....1281-38th St., Brooklyn 18, N. Y.

## LABELS

Fenton Label Company.....506 Race St., Philadelphia 6, Pa.

## LETTERHEADS

Universal Lithographing Company.....4309 Diversey Ave., Chicago 39, Ill.

## MAGAZINE COVERS

Publishers Digest, Inc.....415 North Dearborn St., Chicago 10, Ill.

## MAIL ADDRESSING STICKERS

Eureka Specialty Printing Company.....Scranton, Pennsylvania

## MAIL ADVERTISING SERVICES (Lettershops)

Advertisers Mailing Service, Inc.....915 Broadway, New York 10, N. Y.  
Benart Mail Sales Service, Inc.....228 E. 45th St., New York 17, N. Y.  
Century Letter Co., Inc.....48 East 21st St., New York 10, N. Y.  
Mary Ellen Clancy Company.....250 Park Ave., New York 17, N. Y.  
Mailograph Co., Inc.....39 Water Street, New York 4, N. Y.  
Mailways.....200 Adelaide St., W., Toronto 1, Ontario, Canada  
Plummer Letter Service.....Box 294, Chillicothe, Missouri  
The Rylander Company.....19 South Wells St., Chicago 6, Ill.  
Willis Services.....33 West Hubbard St., Chicago 10, Ill.  
Woodington Mail Adv. Service.....1316 Arch St., Philadelphia 7, Pa.

## MAILING LISTS

Advertisers Mailing Service, Inc.....915 Broadway, New York 10, N. Y.  
Boat & Equipment News.....224 E. 41st St., New York 17, N. Y.  
Bookbuyers Lists, Inc.....363 Broadway, New York 13, N. Y.  
George R. Bryant.....55 W. 42nd St., New York 18, N. Y.  
Creative Mailing Service, Inc.....24 S. Grove St., Freeport, N. Y.  
D-R Special List Bureau.....80 Broad St., Boston 10, Mass.  
Fisher-Stevens Service, Inc.....345 Hudson St., New York 14, N. Y.  
Guild Company.....76 Ninth Ave., New York 11, N. Y.  
Jilla Madden.....215 Fourth Ave., New York 3, N. Y.  
J. R. Monty's Turf Fan Lists.....201 East 46th St., New York 17, N. Y.  
Mostly Selective List Service.....39 Newbury St., Boston 16, Mass.  
W. S. Ponton, Inc.....635 Avenue of the Americas, New York 11, N. Y.  
Wm. F. Rupert.....90 Fifth Ave., New York 11, N. Y.  
James E. True Associates.....381 Fourth Ave., New York 16, N. Y.

## MESSANGER SERVICE

Airline Delivery Service.....60 East 42nd St., New York 17, N. Y.

## METERED MAIL EQUIPMENT

Pitney-Bowes, Inc.....Stamford, Connecticut

## MULTIGRAPH TYPE

Uni-Bar Fastype Company.....138 North 12th St., Philadelphia 7, Pa.

## MULTIGRAPHING

Fordham Press, Inc.....2500 Webster Ave., New York 58, N. Y.  
The Michael Press.....145 West 45th St., New York 19, N. Y.

## OFFSET PLATEMAKERS

Michael Lith Company.....145 West 45th St., New York 19, N. Y.

## OFFSET PRINTING

Bachman Reproduction Service.....250 E. 43rd St., New York 17, N. Y.

## PAPER MANUFACTURERS

The Champion Paper & Fibre Company.....Hamilton, Ohio  
Hammermill Paper Company.....Erie, Pennsylvania  
International Paper Company.....220 East 42nd St., New York 17, N. Y.  
The Mead Corporation.....233 Park Ave., New York 17, N. Y.  
Rising Paper Company.....Housatonic, Massachusetts

## PLATES & STENCILS

Remington Rand, Inc.....2 Main St., Bridgeport 1, Conn.

## POSTCARDS

Artvue Post Card Company.....227 Fifth Ave., New York 10, N. Y.  
Reba Martin Kolorcards.....145 West 45th St., New York 19, N. Y.

## PRINTERS & LITHOGRAPHERS

Brooklyn Press.....335 Adams St., Brooklyn 1, New York  
The House of Dyal.....30 Irving Place, New York 3, N. Y.  
Excello Press, Inc.....400 North Homan Ave., Chicago 24, Ill.  
The Michael Press.....145 West 45th Street, New York 19, N. Y.

## SEALING & MAILING MACHINES

Seal-O-Matic Machine Mfg. Co., Inc.....South Hackensack, N. J.

## TYING MACHINES

National Bundle Tyer Company.....Blissfield, Michigan

## TYPE FACES

American Type Founders Sales Corp.....Elizabeth, N. J.  
Phototype, Inc.....1414 Roscoe St., Chicago 13, Ill.

## TYPEWRITERS

Vari-Typer.....333 Avenue of the Americas, New York 14, N. Y.

## FOR SALE

ELLIOTT COMBINATION WRAPPER ADDRESSER AND IMPRINTER. Automatically imprints return address, addresses and cuts catalog wrapper to desired length. Operates from a roll of paper. Excellent condition.

A-20 VARITYPER. 10-12-14-16 spacing carbon ribbon attachment. 10 typefaces. Excellent condition.

BUNN 16" DOUBLE WRAP CROSS TIE TYING MACHINE. Fair condition. Box 34, *The Reporter*, 17 E. 42nd St., New York 17.

## HELP WANTED

LARGE PUBLISHER offers opportunity to experienced direct mail production and traffic men under 30. Some copywriting ability desirable but not essential. College

graduate preferred. Give complete resume. Salary open. Box 33, *The Reporter*, 17 E. 42nd St., New York 17.

## MAILING LISTS

WANTED—good mail order names. If you have any to rent or sell write us fully. Metro Pubs., 361 Broadway, New York 13, N. Y.

10,000 WOMEN MAIL ORDER BUYERS. Active Customer List. For full details write: George Lenhoff, Lincoln 8, Nebr.

50,000 FARMERS taken by house to house survey. We list farmers by acreage owned or tenanted, with or without wives' names. For further details write Rural Directories, Inc., Lehmann Bldg., Bowling Green, Ohio.

## MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

## SITUATION WANTED

I CAN GIVE YOU 3 years experience in industrial direct mail. Can handle complete job on manuals, folders, display ads. Age 27, college. Seeking better opportunity. Box 32, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

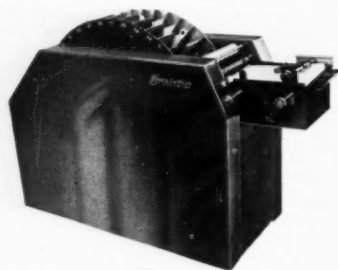
# SHORT NOTES DEPARTMENT

(Continued from Page 7)

the "ScaleMaster Visual Cut Scaler", and is sold by Straight-Line Products Company, 45 Bodd Street, Montclair, New Jersey. Costs \$3.95, on a "try-it-before-you-buy-it" basis. Can be imprinted for give-away use by engravers, lithographers, etc.

► RECEIVED A BUNCH of postcard house organs from Orville Reed . . . enclosed in a self-mailer. Samples from some of his customers. Selling his "continuous contact" postcards. Mentioned in these columns before. A few hundred words, telling about a company's product . . . some jokes . . . a cartoon. Orville writes copy, prints, addresses and ships to client for mailing. Light, monthly messages . . . that make friends and influence people.

► A MACHINE HAS APPEARED on the market that is claimed by the manufacturer to solve the primary problems of collating. And by a revolutionary, yet simple, basic design. The gadget is called the Model F-100 Reproduction Collator.



It consists of a vertically-revolving drum, composed of 50 pigeon holes, into which duplicated sheets are automatically fed. Each of the compartments holds 100 sheets . . . and as each sheet is fed, the synchronized drum moves one position, sorting the duplicated copies. Sorting rate of 85 sheets per minute . . . 5100 per hour. Those who might be interested . . . should write Reproduction Products Co., 1714-20 N. Damen Avenue, Chicago 47, Illinois.

► "FSI" is the trademark of Future Springfield, Inc., 1383 Main Street, Springfield 3, Massachusetts. A non-profit, fact-finding organization devoted to the development of the Springfield area. They've just published a nice 24-page, 8½ x 11" brochure in brown and green

. . . that tells what three years of effort have accomplished. Copy and pictures show the improvements. An effective piece of public relations.

► A NEW DEVICE is now on the market . . . to project a horizontal image of any artwork, photo, color transparency or physical object . . . onto any type of surface. The "Art-Projector". It will reduce to ¼ of original size . . . and blow up to 3½ times original. Reversed images too. Advantage is . . . saves time of waiting for photostats. Scales artwork and photos precisely. Eliminates need for photographing objects for layout. Sells for \$290. For information . . . write Zeal-Art Inc., 20 East 49th Street, New York 17, N. Y.

► A \$100 PRIZE is being offered by the Darwin H. Clark Company ad agency in Los Angeles . . . to the most effective employee magazine entered in contest sponsored by S. California Industrial Editors Association, 1139 W. 6th Street, L. A. 14. Object of the contest is to secure factual case histories of publications that "did a job" in improving relations, eliminating turnover and decreasing accidents. Any employee magazine issued by a commercial outfit in U. S. or Canada can try. Deadline is March 30. Certificates go to runners-up.

► THIS REPORTER was late in hearing about it . . . but was sorry to learn of the passing of J. Horace McFarland, president of the J. Horace McFarland Company, horticultural printing firm in Harrisburg, Pa. He was one of the pioneers in Direct Mail. One of the most eminent horticultural authorities in the world. Dr. McFarland pioneered in the color printing of horticultural catalogs and garden books. Had the most complete library of color plates for flowers and plants.

► A LIMITED SUPPLY of "Business Booms and Depressions" are available to REPORTER readers . . . from the Upson Company, Lockport, New York. Costs 25¢. This multi-colored chart traces the fluctuations in economic progress, family savings, national income, population, business activity and public expenditures . . . from 1794 to the present time. Cyclic trends can be seen. A valuable lesson in history and economics for everybody in advertising. Also all sorts of miscellaneous facts.

► ADMANAGERS, COPYWRITERS, and agencies in general should be inter-

ested in latest copy of "Vital Anniversaries For 1949". Published by Will Schoyer & Co., 304 Ross Street, Pittsburgh 19, Pa. A colorful source of story, program, promotion and filler ideas for tie-in Direct Mail. For each day of the year . . . items about events of years gone by. Date back multiples of 5 years . . . or a quarter, half or century ago. In some cases even more. Costs \$2.00.

► EMPLOYEES OF Beaumont, Heller & Sperling, 6th and Walnut Streets, Reading,



Pa. . . . marked the 20th Anniversary of the company with a testimonial dinner for their three company heads. B H & S began in two third-floor rooms . . . and today occupies an entire three story building. Staff has leaped from 8 people in 1929 . . . to present-day 100. Agency started with market research, Direct Mail, and publication advertising facilities. They now prepare also export advertising, radio and publicity. President is Donald Beaumont; Treasurer is Robert Heller; Vice-president is Louis Sperling. Above, left to right. Congratulations to all.

► WE'VE JUST REPRINTED "The Plain Jane of Direct Mail" by Alice Honore Drew . . . that caused so many compliments in September, October and November REPORTERS. This three-part article tells all about the planning, building and maintenance of your mailing list. Alice, who is now advertising manager of Duro-Test Corporation, North Bergen, New Jersey . . . has had a lot of experience in this type work. This 20-page reservoir of list information costs \$1.00 at the REPORTER office. Some people have already ordered quantities of the booklet . . . to send to their dealers. Special price on bulk orders over 25. A complete and easy to understand guide of a complicated subject.

► AS AN AFTERTHOUGHT of out January story on the internal operation of the Post Office . . . President Walter Gruening suggested to the New York 100 Million Club that tours be arranged. First of such tours (in small groups) was made on February 10th. Others will follow. It's a wise move. Every user of the mail should understand the distribution process.



# ANNOUNCING: THE COXHEAD COMPOSING MACHINE

## Type composition for PHOTO-OFFSET!

### DIFFERENTIAL SPACING

There is no need for the operator to compute. This amazing machine automatically spaces out each letter to its natural width and gives the appearance of metal-cast typography as in this copy you are now reading.

### AUTOMATIC RIGHT HAND MARGIN JUSTIFIER

As the copy is "typed", another automatic mechanism spaces words so that the right-hand margin is evened with true typographic correctness....as you see in this copy.

### CHANGEABLE TYPE

With a mere twist of a knob, you can instantly change the type face to any selection of many different sizes and styles.

### THE TEXT OF THIS AD WAS COMPOSED ON THE COXHEAD "DSJ"

Now your customers will find photo-offset, in any quantity, much more economical, even when type composition is necessary.

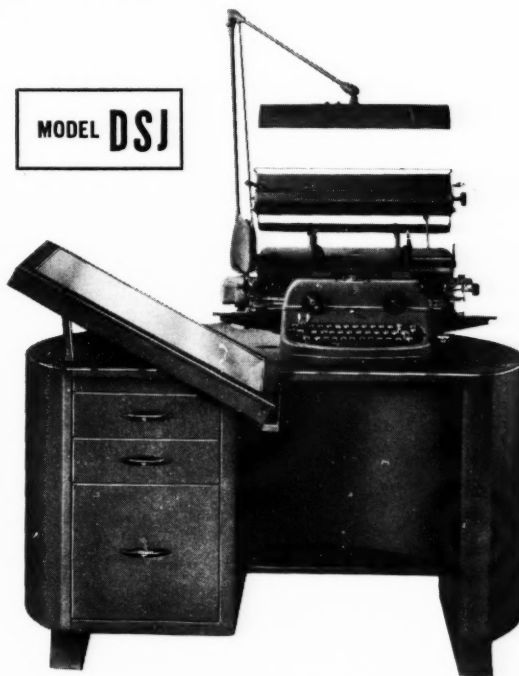
The Differential Spacing produces the results you see in this copy....each character set in its natural width and space....automatically.

The new Coxhead Composing Machine provides you with instantly-interchangeable type faces and produces finished repro-proofs for all your type requirements. You can set in any size from 5½-point to 12-point and in any face....Bodoni, Garamond, Bookman, Sans Serif, and many others, in complete font. In addition, the Model DSJ Coxhead Composing Machine justifies mechanically. No need to compute letter-spacing or word-spacing. And the machine is so geared that copy can be set solid or leaded-out as much as desired.

Think of the advantages this machine offers you. You can set type for every offset job, from a post card to a catalogue. Jobs that were formerly too small to handle because of prohibitive typography costs can now be done profitably with the DSJ.

Many offset printers have already discovered how to produce high quality work at much lower cost by using the Coxhead Composing Machine. If you would like to know how it would save you time and money, send for complete facts including various specimens of Coxhead DSJ typography.

MODEL DSJ



## A COMPLETE SELF-CONTAINED TYPE COMPOSING UNIT

### A FEW OF THE MANY TYPE STYLES

This is a specimen of the Coxhead DSJ Bodoni Style available in all sizes.

*Matching Italics are also available in the popular faces and sizes.*

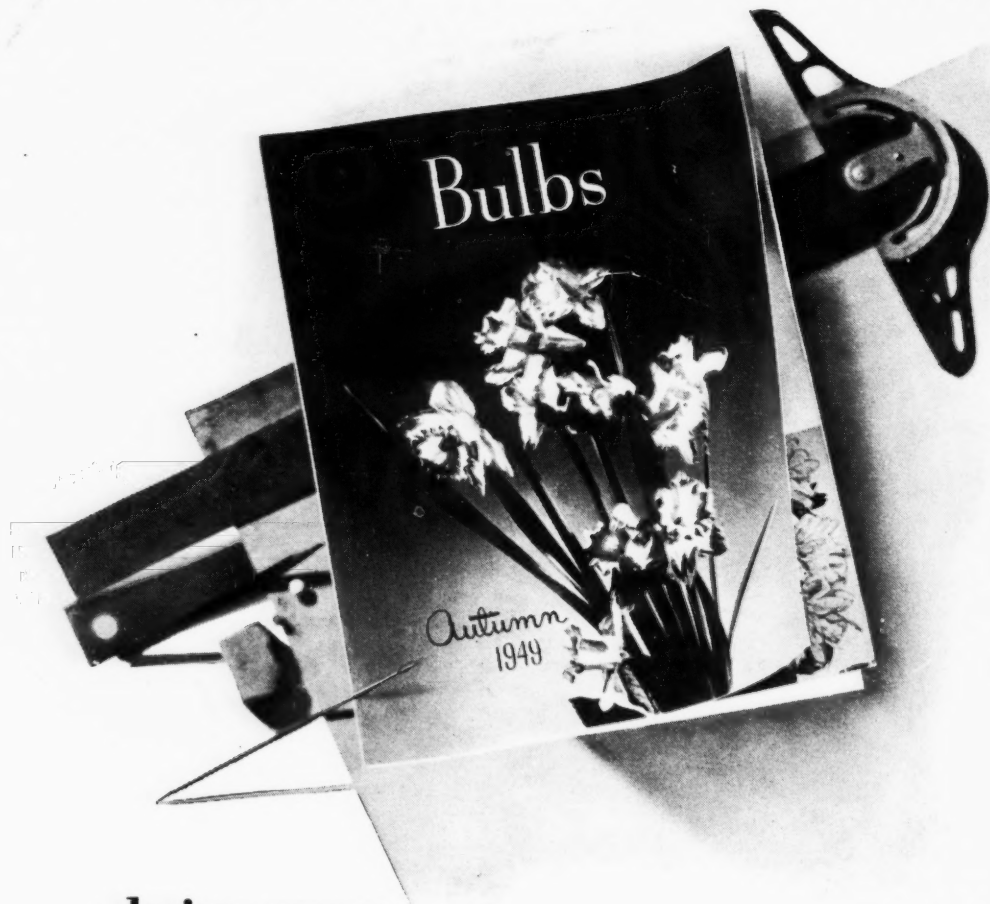
For Catalog work and similar typography an Alexandria Light Face Style in all sizes.

Even six point type for footnotes and form work in all their clarity.



## RALPH C. COXHEAD CORPORATION

720 Frelinghuysen Ave., Newark 5, N. J.



bring your  
layouts to life:  
print on...**HUDSON GLOSS**

Already printers are demanding HUDSON GLOSS—the newest International Mill Brand printing paper! Here's a real economy value in a process-coated book paper. It performs exceptionally well on flat-bed or rotary presses; in single or multi-color printing (using 110-120 screen halftones) of catalogs, broadsides, booklets and other advertising literature. International Paper Company, 220 East 42nd Street, New York 17, N. Y.



**INTERNATIONAL PAPERS**  
*for Printing and Converting*

